



Kathy Woughter, Region II Director
Report for the July Board of Directors Meeting
June 20, 2016

Leadership & Member Engagement

Regional Director's Report

- Filled all open board positions and created three new positions: Strategic Initiatives co-chairs, and Foundation Event Coordinator.
- Achieved 100% unanimous board vote to direct earnings from NASPA investment to strategic initiatives.
- Assigned RD-Elect to take the lead on strategic initiative completion, as well as the 2017 Region II conference, in order to provide substantive experience prior to assuming the role.
- We successfully launched both a monthly Public Policy newsletter modeled after Region III's, which lists state-by-state initiatives, and a Region II quarterly newsletter modeled after IV-W. We appreciate our colleagues' sharing these ideas and thank the people within our Region who contributing to these publications.
- Hosted our most successful conference ever thanks to the efforts of the conference committee, our sponsors, and NASPA liaisons.

(1) REGIONAL EVENTS

2016 Region II Conference

June 5-7 ♦ John Jay College of Criminal Justice, New York, New York

- 616 Conference attendees including 15 SUNY Chief Student Affairs Officers who hosted their summer meeting in conjunction with the conference
- Two pre-conference opportunities:
 - New Professionals & Graduate Students (45 participants) – Featured undergraduate & graduate tracks and shared sessions on developing mentor relationships and involvement in professional organizations.
 - Latino/a Knowledge Community (42 participants) – New pre-conference opportunity that included sessions on intersectionality, road to mid-level & senior management, and pursuing a terminal degree.

- 97 Educational Sessions (includes session offered during pre-conferences)
- Two featured speakers:
 - Dr. Shaun R. Harper, Executive Director, Center for the Study of Race and Equity in Education: Strawberry Lemonade
 - Dr. Kathy Obear, Alliance for Change: Shifting Contexts, Shifting Roles: Creating Inclusive Campus Environments
- Conference Successes
 - Record-breaking attendance
 - Maintained the networking opportunities that have been a hallmark of the Region II conference.
 - 15 Sponsors who contributed a combined \$31,750.
 - Created a VPSA Institute in partnership with SUNY. The VPSA Institute included a session on legal issues in higher education with SUNY Counsel, Think Tank with Kevin Kruger, and Effectiveness Tools. Approximately 50 VPSAs participated throughout the sessions.
 - Increased undergraduate student engagement through a specific track. Doubled the number of undergraduate participants.
 - Hosted the 2nd Annual Case Study Competition which included a monetary prize
 - Knowledge Communities increased engagement through sponsored sessions that aligned with their goals and offered an introduction to help raise awareness, as well as a social event.
 - We focused heavily on an active social media presence through facebook and twitter. We also added an Instagram account and had our own snapchat filter which was used 169 times and had 5,559 views.
 - Consistent marketing included emails, social media, and a region postcard that included our conference information.
 - Added presenter assessments to Guidebook and created an assessment station to promote end of conference survey. Survey is still in process, but hopeful we will increase are response rate. We are raffling a free registration to the 2017 conference to increase participation.
 - Hosted an onsite Foundation event and got over 20 new donors.
- Conference areas of improvement and/or considerations for the future (Please note, assessment data is not available to provide a comprehensive report. Notes are feedback from committee members and conversations with attendees).
 - Educational Programs selection: creating a plan of action to ensure sessions are accepted that align with NASPA regional strategic initiatives and national initiatives.
 - Undergraduate Track: Many undergraduates did not participate in the targeted track, despite the increase in numbers. We should revisit the structure and consider offering as a pre-conference.
 - Volunteer engagement: Over 200 people initially committed to volunteering for the conference, but only 50 completed the additional volunteer form. Streamlining the

process and rethinking communication may facilitate more volunteer support at the conference.

- Site Selection: John Jay was a fantastic space, but we outgrew the space. The region should consider a traditional RFP if hosted in the city again as we had approximately 50 people on the waitlist that were not able to attend due to space capacity.

Mid-Managers Institute – June 20-25, 2016

- Underway with 40 participants. Full report will be included with the next board report.

Careers in Student Affairs – October 2016

- Reaching out to graduate programs and previous conference attendees to encourage people to register for the conference.
- Settled on three conference locations: Buffalo, Towson and NYIT.
- Designed “Save the Date” publicity and distributed widely via social media

2017 Region II Conference

June 4-6, 2017

TBD, Pittsburgh

- Conference Committee (34 volunteers)
- Scheduling one summer call in July 2016 and monthly calls beginning in September
- Planning and budgeting for 350 attendees
- In negotiation phase with Experient for two Pittsburgh conference sites: Omni and Renaissance
- Educational Programs callout schedule to launch by December 2016. Planning for 50-55 Educational sessions
- Registration will launch by mid-February
- Conference committee will focus on ways to engage the Knowledge Communities, faculty, and NUFP/Undergraduate students for this conference
- Onsite meeting planned for December 3, 2016

(2) NASPA DIVISIONS

Community College Division Representative

- Outreached to CC reps to submit proposals for Regional Conference – March 2016
- Discussed and approved CC track for Regional Conference – March 2016
- Apple Corps Advisory Board Meeting – John Jay College – April, 2016
- Engaged State Reps to identify CC’s members for Region II CC Advisory Committee – June 2016
- Develop communication plan for CC membership in Region II for upcoming academic year – on-going
- Conversation with SUNY regarding SUNY/CUNY CC partnership and professional development – on-going

Public Policy

- Attended Region II Board Meeting preceding Region II Conference
 - Continue work to flesh out Strategic Initiatives. Ensuring that Public Policy is featured in any event that requires registration within the Region is one of four strategic initiatives. Working with other Region II Board members to ensure that policy is featured in the Mid-Managers Institute this month and the Careers in Student Affairs Conference this fall.
- Convened monthly Region II Public Policy Advisory Board calls
- Expanded the Region II Public Policy Advisory Board to ensure representation from each state in the region and community college
 - New members: Jordan Draper, Title IX Coordinator, the College of New Jersey; Sarah Beasley, Director of Retention, Concord University; Jose-Luis Riera, Dean of Students, University of Delaware; Damali Dublin, Director of Student Conduct, Kingsborough Community College
- Created monthly Region II Public Policy newsletter tracking state-level policy
 - Newsletters for April, May, and June disseminated to regional membership

Professional Standards

- Serve as a resource to the region around the topic of application and utilization of the Professional Competencies for Student Affairs Educators
- 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
- Promote Region II to other student affairs groups as they prepare for professional activities (e.g. Pennsylvania College Personnel Association and Pennsylvania State System of Higher Education Student Affairs Divisions)

(3) STATE INITIATIVES

Delaware

- Compile contact information and active participation lists of NASPA members located in Delaware (Name, Emails, Schools, Positions)
- Assessment- Create an assessment to gather information about member roles, experiences, and professional development interests. Gauge climate of the our institutions and receive feedback regarding what professional staff opportunities and events members would like to have available.
- Developing a Communication Plan
 - Welcome Letter- Introduction of State Rep, role, and opportunities to support members

- Social Media- Identify social media venue to communicate NASPA and NASPA Region 2 initiatives and unite the community
- September and October Newsletters- Consistent communication to provide members updates regarding local policies, practices, opportunities for professional development, and highlights of member initiatives
 - Highlight one of the professional competencies\
 - Membership spotlight
 - Include upcoming NASPA Region 2 information and conference reminders

Pennsylvania

Took the lead in contacting various colleagues at Pittsburgh-area colleges and universities regarding support for our 2017 regional conference, resulting in excellent dialogue with Pitt and Carnegie Mellon, with more to come.

(4) KNOWLEDGE COMMUNITIES

African American Knowledge Community

- The AAKC Region II Leadership Team continues to hold monthly conference calls to strategize on ways to engage the AA community
- The Leadership Team created a Constituency Tracker and Events Tracker to keep track of the members that are interested in receiving notification from us and monitoring the engagement of members
- The AAKC Leadership Team is working to partner with the KC Reps for Wellness and Health Promotion on the topic of Wellness and the African American student
- The Leadership Team met at the NASPA Region II conference to brainstorm ideas for next year's conference
- The Region II AAKC Facebook page has been engaging with members by providing relevant information on issues impacting African American students, professionals and the Region. To date we have engaged with 124 members. Posts include:
 - Promotion of the NASPA Region II Conference
 - Sharing job opportunities
 - Highlighting moments at the NASPA Region II Conference

Assessment, Evaluation, and Research (Knowledge Community)

- Continue to participate in monthly conference calls with National NASPA AERKC group
- Recruited a team of representatives from Region II to send AERKC updates and/or serve as a back-up to KC Rep
- Attended the KC Reception event at NASPA Region II

Disability Knowledge Community (Knowledge Community)

- Working on establishing a leadership team, and currently recruiting a task force of 3 people
- Utilizing email communication through the listserv. The following messages were sent out;
 - Information on task force recruitment
 - An article related to service/ comfort animals
 - Information regarding the new professional and graduate student workshop for the NASPA Region II conference.
- KC Rep attended the Region II NASPA conference

Indigenous Peoples (Knowledge Community)

- KC rep is serving on Region II conference committees as the Undergraduate Programs Chair (2016) and Registration Chair (2017)

Latino/a (Knowledge Community)

- **Region II Conference:**
 - We had over 50 attendees at the LKC pre-conference and social event
 - The LKC Sponsored two sessions
 - What Kind of Doctor is That: Latino Family Dynamics in Pursuing Terminal Degrees, Tania Velazquez Counselor at Suffolk County Community College
 - Latina Doctoral Students Creating Networks for Support, Sofia Pertuz, Assistant Vice President and Dean of Students, Hofstra University

Men and Masculinities (Knowledge Community)

- Scheduled for June 23, 2016: *Intersections of Identity Virtual Roundtable: Intersections of Gender and Sexuality*. This virtual roundtable is meant to engage our identity-based KCs through intentional dialogue throughout the year on a variety of topics. Our first in the series will be cohosted by WISA, GLBT, Men & Masculinities, and Multiracial KCs

New Professionals and Graduate Students (Knowledge Community)

- The leadership team has been selected to work with the NPGS Region II KC Representative. Now that the team is selected the group will have meetings each month to discuss and coordinate offerings for the NPGS KC
- The new GAP Rep for Region II has begun their transition and the new and outgoing GAP Rep along with the Region II KC Rep have begun meeting and working together to discuss the direction of the KC. These meetings will continue with the hopes of a joint plan that serves the needs of graduate students and new professionals.
- During NASPA Region II Conference hosted a meet up for NPGS members
- Pre-Conference for NPGS including the following programs and connection opportunities:

- NPGS Welcome and Introductions
- @Region2Grad Empowerment
- NPGS Meet up

Parent and Family Relations (Knowledge Community)

- KC Rep served as Social Media Ambassador for NASPA Region II conference

Spirituality and Religion in Higher Education (Knowledge Community)

- KC has been meeting regularly to discuss what is happening nationally and what we are planning for each region
- KC has a Facebook page that frequently has new postings and is available to anyone. The main focus of the postings is to increase religious literacy

Student Affairs Fundraising and External Relations (Knowledge Community)

- NASPA Headquarters in-person Washington, DC office Open House
- KC Rep attended two National NASPA Chair meetings
- Upon SAFER KC Chair's invitation, KC Rep attended two SAFER KC 2016 Summer Conference Advisory Committee meetings
- KC Rep received national NASPA conference Chair-Elect appointment, orientation, & national training

Wellness and Health Promotion (Knowledge Community)

- KC Activities: Sponsored two programs during the NASPA Region II Conference
- Member Engagement: Promotion of the Wellness and Health Promotion KC during the NASPA Conference

(5) ALL OTHER

Treasurer

At the June meeting, the advisory board approved the budget for the upcoming fiscal year.

External communications

General implementation and update of regional website events and announcements, including the following:

- 2016 Careers in Student Affairs Conference
- 2016 Mid-Managers Institute
- 2016 Regional Conference

Regional email communication

- Worked with Krista Saleet to translate and distribute the monthly Public Policy newsletter for Region II members. So far three distributions of the updates have occurred in 2016 and it has been received with great reviews.
- Created a second Region II newsletter.
- Worked with the national office to understand and translate the old website into the new system that they had implemented. This year we expect that a new membership database will be coming online which will change some of the ways in which communication occurs.

Strategic Initiatives

- Regularly scheduled meetings via teleconference biweekly since March with co-chair.
- Began collecting names of interested volunteers for two subcommittees
- Proposed a set of incentives for graduate students and undergrads to correspond with Strategic Initiative #4.

Corporate Relations

- We had a very successful conference, bringing in over \$30,000 in sponsorship and in-kind donations. Worked with the Board during the June meeting to advocate for a specific, mid-level professional to serve on the conference planning committee as opposed to the Corporate Partners Representative. This will enable the board-level role to focus on the partnerships and not on the details of logistics, which are critical to success.

NUFP Coordinator

- Ordered and mailed NUFP stoles and pins for every graduating NUFP fellow in Region II.
- Hosted a reception for all Region II NUFP Fellows on Monday, June 5th during the Region II Conference.

Marketing

- Designed the Region II Strategic Initiatives publication
- Designed and distributed Region II Advisory Board & Conference Team T-Shirts that promote member engagement, and marketing items for the Indianapolis conference.
- Designed and purchased following marketing items for the Region II conference:
 - Selfie Stick Giveaway – All participants attending the NASPA Region 2 Conference will receive a selfie stick to promote engagement with social media.,
 - NUFP Giveaway- All NUFP/Undergraduate participants will receive a NASPA padfolio and jump drive.

Communications

- Launched our second Region II newsletter with greater participation than the first time around.
- Continuing to utilize social media to promote regional and national NASPA events.

Professional Development & Events

(1) NASPA Divisions

Community College Division

NASPA Region II Board Meeting

June 4 – June 5, 2016 ◊ John Jay College, New York, NY

- Proposed several changes to Regional Conference including earmarked programs including CC Roundtable
- Proposed a track for CC at upcoming regional conferences
- Will contact CC's in Pittsburg area for collaboration at 2017 Regional Conference
- Asked state reps for CC's reps from respective states to finalize Region II CC advisory committee
- Presented session: Community College Roundtable (40 participants)

Professional Standards

- Presentation on the Professional Competencies for Student Affairs Educators given on behalf of the NASPA Professional Standards Division at the NASPA Region II Conference on June 7, 2016

Public Policy

NASPA Region II

June 5 – June 7, 2016 ◊ John Jay College of Criminal Justice, New York City

- 615 conference attendees
- Public Policy 101: Policy and the Practitioner for the Undergraduate
 - Presenter: Krista Saleet
 - 11 attendees
 - Session was very well received. Might include more about how to follow trends using social media.
- Public Policy and Student Affairs
 - Co-presenters: Krista Saleet, Amy Hecht, VPSA, the College of New Jersey and Region II Director-Elect, and Stacy Schuster, Associate Vice President for College Relations, The College of New Jersey
 - 35 attendees
 - Session was very well-received. Had a number of attendees speak with us afterward about how to get more involved in policy issues.
- Impacts of the ACA Employer Mandate and FLSA Exemption Change to Higher Education
 - Co-presenters: Krista Saleet and Kathy Woughter, VPSA, Alfred University and Region II Director
 - 25 attendees
 - For future, would try to have someone who is farther along in implementation of someone representing Human Resources co-present as well.

Small Colleges and Universities

Region II Conference - June , 2014 – June 5-7, 2016 ◇ John Jay College/NYC

- There was one program specifically about small Colleges
- **I was not able to attend the conference due to a family emergency. Thankfully, Heather Black and Kathy Woughter were able to conduct the program/round table I had planned:**
 - Small Colleges, Sharing Best Practices and Hot Topics
 - 11 people attended – I was provided their names and will follow up with them
 - Topics brought up for discussion included:
 - FLSA
 - Transgender support
 - Retention
 - Funding & Staffing
 - Fear of small colleges closing
 - How to articulate market value
 - Supporting student of color

(2) Knowledge Communities

African American (Knowledge Community)

- Kurtis Watkins represented the AAKC by presenting on Financial Wellness from a Student Affairs Professional during Region II Conference
- AAKC sponsored the following presentations at the NASPA Region II Conference:
 - Presenter: Janelle Hill; Workshop: Addressing Diversity in Minority Serving Institutions: Are we exempt?
 - Presenter: Zaneta Rago-Craft; Workshop: Language Matters: A Mixed Media Approach to Combating Microaggression

Assessment, Evaluation, and Research (Knowledge Community)

- During NASPA Region II Conference, KC Rep:
 - Served as the Co-Chair of Conference Assessment for NASPA Region II. Increased survey response by over 1000%
 - Served as a conference committee member and assisted with the planning and execution of the entire conference (including weekly phone calls, meetings with co-chair, etc.)
 - Introduced an “Assessment Table” sponsored by the AERKC
 - Introduced assessment-oriented sessions and promoted the AERKC
 - Added new “Poll the Audience” assessment to the conference as means of spreading key messages about the surveys, sponsors, etc.
- NASPA Assessment & Persistence Conference, KC Rep:

- Attended and volunteered
- Attended planning meetings for AERKC

Disability Knowledge Community (Knowledge Community)

- Region II Conference: KC Rep introduced the following session:
 - A Disability Not a Disadvantage: College Students With Disabilities As An Emerging Identity Group
- KC Rep serving in panels to discuss topics of ability throughout the region that are sponsored by NASPA or NJHEAD (the region Association Higher Education and Disabilities).

International Education (Knowledge Community)

- NASPA Region II
 - KC Rep presented, “Going Global: International Alternative Breaks as an Opportunity for Student Leadership”
- Building Bridges Coalition: International Volunteering and the 2030 Development Agenda:
 - 150 participants
 - Description of program: A high profile national forum on the role of volunteers in achieving the United Nation’s Sustainable Development Goals for 2030, and on their impact research
- Provide a multi-stakeholder platform for the advancement of innovative US-global alliances with NGOs, faith-based entities, university consortia, and the private sector in conjunction with the launch of the Service Year Alliance
- Engage policymakers on the benefits of international service and policy options for the next Administration

Latino/a (Knowledge Community)

- Region II LKC Pre-Conference:
 - 50 people attend the pre-conference
 - Acknowledged at the Opening Session by NASPA President Krueger, NASPA Region II Conference Chair, and at the Awards Luncheon
 - Session Abstract: Abriendo Puertas: Pathways for the Advancement of Latino/a Professionals
 - Keynote: The Road to the presidency
 - Dr. David Gomez, President, Hostos Community College
 - The Higher Ed Highway: Know Your Academic Options. The Road to becoming a faculty member, researcher, getting an Ed.d. or PHD
 - Dr. Ebelia Hernandez, Assistant Professor, Rutgers University
 - Dr. Kenny Nienhusser, Assistant Professor, Educational Leadership at the University of Hartford
 - Panel Discussion: The Intersectionality of Identity in the Workplace (Gender, Sexual Orientation, Faith/Religion, Culture, Race & Ethnicity, etc.)

- Juan Carlos Matos, Assistant Dean and Director for Multicultural Affairs at Fordham University
- Rosann Santos, Director of Strategic Initiatives at John Jay College and Founder of Latinas in Higher Education
- The Road to Mid & Senior Level Management
 - Dr. Salvador Mena, Associate Vice Chancellor of Student Affairs, Rutgers University New Brunswick
 - Sofia Pertuz, Assistant Vice President and Dean of Students at Hofstra University

New Professionals and Graduate Students (Knowledge Community)

- NPGS Pre-Conference featured the following programs:
 - Who's on Your Mentor Board? The Student Affairs Mentors You Should Recruit
 - Supervising Graduate Students: Being Intentional with Development
 - NPGS Lunch with Chief Student Affairs Officers
 - NPGS Pre-Conference Action and Planning

Parent and Family Relations (Knowledge Community)

- NASPA Region II Conference:
 - PFRKC sponsored 2 programs
 - Presented: Finding Wellness in a Single Stop (with Single Stop & John Jay College colleagues)

Spirituality and Religion in Higher Education (Knowledge Community)

- The KC has been joined by an "Expert in Residence" and there has been some discussion and preliminary planning towards adding a more substantial presence to the national conference regarding religion and spirituality, as well as discussion about generating a stand-alone conference around the same topic

Student Affairs Fundraising and External Relations (Knowledge Community)

- SAFER KC NATIONAL: NASPA National Conference
 - KC sponsored 3 general sessions
 - KC hosted Open Business meeting – great attendance and interest
 - KC met to continue planning for 2016 Student Affairs Fundraising KC conference
- The 2016 NASPA Student Affairs Fundraising Conference will focus on the following themes:
 - Fundamentals to catalyzing fundraising initiatives within student affairs
 - Developing and managing volunteers
 - Identifying target audiences for potential fundraising activities
 - Building collaborative strategies for fundraising success
 - External relations and alumni relations for student affairs
 - Building and enhancing strategies & practices for student affairs fundraising success

Student Affairs Partnering with Academic Affairs (Knowledge Community)

- Sponsored “Changing Times: Holistic Advising Career Development; the First Year Experience” at the NASPA Region II Conference
- Handed out SAPAA pins at the session and introduced the speaker

Wellness and Health Promotion (Knowledge Community)

- NASPA Region II Conference: Program Title “Using innovation and department integration to address the mental health needs of international students”
- Trainings: Planning webinar to be held in the summer on the utilization of counseling services among students of color and international students in the US and best practices to meet the mental health needs of both communities

(3) All other

Strategic Initiatives

- Presented “NASPA Region II’s Innovative and Visionary Promise: 2016-18 Regional Strategic Initiatives” at the Region II conference. 22 attendees discussed the initiatives and generated ideas, and this generated 25 volunteers to work with the co-chairs.
- Moving forward, Co-Chairs of Strategic Initiatives will meet with volunteers to discuss their roles and involvement as we move forward to develop and implement the regional strategic initiatives

NUFP Coordinator

- Presented at the Region II Conference at John Jay College - CUNY on the NUFP Program on Tuesday, June 7th from 10:10 – 11:10 a.m.
- Created the first Undergraduate Student Track for the Region II Conference. Served as one of the Undergraduate Track Coordinators along with Tara Leigh Sands, Conference Planning Committee member. 14 undergraduate students were registered. We provided 6 sessions that included topics on mentoring, networking, graduate school, and financial management.

Careers in Student Affairs Conference

October 21, 2016 – NYIT and Towson, MD

October 22, 2016-University of Buffalo and CSPA-NYS

- Total target is 500, combined from all three locations
- The target audience for this conference is undergraduates, graduate students and entry-level staff with less than five years experience.
- There will be three program blocks with 3-5 sessions in each, based on the professional track of the attendees.
- Keynote speakers are being vetted. Should be decided within the next two months.
- Registration will go live August 1, 2016.

- TCNJ, Morgan State and Nazareth College have expressed interest in hosting for 2017.

Advocacy & Scholarship

Latino/a (Knowledge Community)

- Awards:
 - Sofia Pertuz - Received NASPA Region II Award at the Region II Regional Conference
 - Dr. Delmy M. Lendof Received NYU Student Affairs Hallmark Award
- Publication:
 - Dr. Delmy M. Lendof published in Chronicle of Higher Education Special Diversity May Publication. The article is a reflection of NASPA SA-Speaks Talk.
<http://chronicle.com/article/Glitches-at-a-Conference/236448>
- Other:
 - KC working on LKC Nominations for Pillars of the Profession
 - KC working to encourage conference proposals of LKC members
 - KC working to review leadership for the Region II LKC to create more opportunities for involvement
 - KC working on assessment of mentor program offered last year
 - KC working on assessment of Region II pre-conference
 - KC working on a summer / fall social