



**NASPA**<sup>®</sup>

Region IV-E

**Julie Payne-Kirchmeier**

**NASPA IV-E Region Director**

**Report for the November 2018 Board of Directors Meeting**

**November 18, 2018**

## NASPA Board Action Items

- None at this time.

## Leadership & Member Engagement

### **Regional Director – Julie Payne-Kirchmeier**

The Regional Advisory Board Executive Committee held 9 meetings, three in person, and six via Zoom/RingCentral. Attendance at all meetings – on-line and in person – continues to be incredibly strong, and the participation of board members is strong as well:

Regional Advisory Board Meetings		
NASPA IV-E Executive Board Meeting/Annual Conference	March 4, 2018 March 5, 2018	Philadelphia, PA; Marriott Philadelphia Downtown
Monthly Conference Call	April 13, 2018	Zoom
Monthly Conference Call	May 18, 2018	Zoom
Summer Business Meeting/Joint Conference Committee Meeting	May 31-June 1, 2018	Milwaukee, WI; Alumni Center, Marquette University
Monthly Conference Call	July 27, 2018	Ring Central
Monthly Conference Call	August 17, 2018	Ring Central
Monthly Conference Call	September 21, 2018	Ring Central
Monthly Conference Call	October 19, 2018	Ring Central
Winter Business Meeting/Regional Conference	November 10-31, 2018	Milwaukee, WI; The Pfister Hotel

### Monthly Conference Calls and Winter Executive Committee Meeting

The Executive Committee spent considerable time unwinding some key financial issues associated with both the Regional Conference and the Executive Committee. With the

appointment of the new Treasurer, Mike Stang (Northern Illinois University), we have made considerable headway with this process. This has also informed IV-E contributions to the Regional Governance Task Force on finances currently underway.

The committee also discussed at length the NASPA Strategic Plan Objectives, and the NASPA IV-E Strategic Priorities and Goals and Objectives for 2018-2019.

#### Strategic Planning – NASPA

IV-E Executive Committee and Knowledge Community representatives have done considerable work on gathering and providing feedback on the NASPA Strategic Plan. In the summer, we conducted deep dives into the “big questions” posed, and in the Fall/Winter provided membership with numerous pathways through which to provide feedback. NASPA IV-E approach was as follows:

- An email from the Region Director went out on November 8 asking for feedback and will have incorporated the link to the objectives and feedback form.
- The Executive Committee discussed the Objectives in depth at the meeting on November 10, and feedback was included in the Google Doc provided by NASPA.
- During the opening session, the Region Director provided an overview of the process to date and shared additional ways we are soliciting feedback on the Objectives from conference attendees, including:
  - Direct link and direct feedback via the link
  - Feedback posters at the conference, on which members can write questions or provide instant feedback.
  - A feedback session at the conference was co-facilitated by Kevin Kruger and Julie Payne-Kirchmeier on Monday afternoon. This was also broadcast on Facebook Live and to date has 379 views.
- At the closing session on Tuesday, common themes from the Executive Committee, feedback posters, and feedback session was shared back with participants by the Region Director (our assessment coordinator developed these during the conference). Another reminder was given to the conference participants about providing individual feedback via the NASPA link as well.
- The Region Director provided a challenge to the membership – that for every feedback form submitted to NASPA by a NASPA IV-E member, every question/feedback given on a poster, and every participant at the feedback session, she would donate \$1.00 to the NASPA Foundation.
- Each of our division reps, knowledge community co-coordinators, and our membership coordinator discussed these with their respective regional groups in the week after the conference via hosted Ring Central events. Our assessment coordinator compiled feedback from these meetings and created themes.

The Region Director also serves as part of the NASPA Strategic Planning Task Force.

#### Strategic Priorities – NASPA IV-E

The Executive Committee continues to use the Strategic Priorities, adopted in November 2017, as our guiding framework for the work conducted in NASPA IV-E. During the fall, the committee reviewed our accomplishments from 2017-2018, and set priorities/direction for 2018-2019.

These will continue to frame our work, and the summary document of accomplishments and goals can be found [here](#).

#### Regional Governance Task Force – Finances

The Region Director for IV-E has been co-leading a new Regional Governance Task Force (RGTF) on Finances with the NASPA Vice President for Operations, Amy Shopkorn. Three meetings have occurred with the Region Directors via the Region Director monthly calls, and small groups have conducted additional conversations within this group. On November 28, the group will meet in person just prior to the Winter Board Meeting for NASPA in Washington, DC, to finalize recommendations and provide the Board with an update on our progress.

#### **Regional Director-Elect – Danita Brown Young**

Initial appointments to the 2019-2021 board have been recommended to the 2017-2019 Executive Committee, and approved, including:

- Conference Co-Chairs for 2019 Conference in Des Moines, IA – Tess Barker (University of Michigan – Flint, MI) and James Stewart (DePaul University, IL)
- Conference Co-Chair for 2020 joint conference with NASPA IV-W – Michael Anthony (Rochester Community and Technical College, MN)
- Chief of Staff - Bernard Little (DePaul University, IL)
- Communications Coordinator – Jeffrey Tsang (Michigan State University, MI)
- Additional appointments are in process of being posted on Volunteer Central and/or being vetted and approved by division or council leadership.

#### **Chief of Staff – Michael Allensworth**

- Finalized arrangements for the fall meeting in Milwaukee, WI, in conjunction with the 2018 Conference Chairs and 2018 Local Arrangement Chairs.
- Updated the strategic priorities framework on behalf of the Regional Director.
- Coordinated the Experient review of 2020, and 2021 possible host sites for the regional conference.
- Worked with Experient to finalize the arrangements for the 2019 Des Moines Conference, and coordinated travel for the Region Director and Region Director-Elect to conduct a site visit to Des Moines for specific hotel selection. The Des Moines Marriott Downtown is the site.
- Working with At-Large member, Bernard Little (DePaul University) to update position responsibilities for Executive Committee members, and the leadership manual for IV-E.

#### **Membership Coordinator – Josh Hengemuhle**

- Current region membership stands at 2639 for NASPA IV-E. We are using the weekly membership reports, and the membership team (Membership coordinator and state/province coordinators) are adjusting a strategy for member outreach based on Executive Committee feedback.
  - Note: We have noticed an inconsistency in the membership report and the information our Membership Coordinator is able to pull from the system. This was brought up with Jordana at the NASPA Regional Conference. We need to be able to confirm the data pulled from the system against the report itself so we can provide some comparative analysis overall.
- Membership is adjusting the description of the state/province coordinators to incorporate more public policy scanning responsibilities for individual states/provinces.

- In partnership with the Communications team, State/province membership coordinators continue to write “Institutional Spotlight” stories to be included in “The Glance” publication.

#### **Foundation Ambassadors – Niki Rudolph and Sidney Childs**

- Foundation Ambassadors amplified the work of the NASPA Foundation at the regional conference, including Dip Jar demonstrations, and working with the Region Director to match every Strategic Planning feedback form submitted, or person who attended a feedback session, with a donation from the Region Director. While the final count will be obtained from NASPA, the Region Director will be donating at least \$100.00 based on feedback obtained at and just after the Regional Conference in Milwaukee.
- The Executive Committee for Region IV-E is at 100% giving rate to the foundation.
- Additional information sharing and amplification occurred through our Communications venues and social media platforms, including highlighting the Century Club giving option, and a live demonstration of the DipJar at the regional conference.
- IV-E surpassed both our donor and dollar target for 2017-2018, hitting 124% of our donor goal, and 119% of our progress to dollar goal. As of the Regional Conference, we were at approximately 20% of our goal for 2018-2019.

#### **Treasurer – Mike Stang**

The NASPA IV-E Budget has been developed, approved, adjusted, and the adjustments approved by the Executive Committee. Mike continues to work with the NASPA office to determine our current spending, and processes for Regional KC Representative reimbursements, and Grant recipients, have been identified and adjusted.

Next steps for the Treasurer’s focus, along with the Regional Director, will be to create recommendations around a long-range financial stewardship and use strategy for reserves. This will be completed and a plan in place by March 2019.

#### **Volunteer Coordinator – Jen Gonzales**

Volunteer positions have been posted for vacant KC representative roles, and positions continue to be posted for roles on the 2019-2021 Region IV-E Advisory Board.

#### **Development Coordinator – Mike Stang**

Mike, along with the Conference Co-Chairs, identified key sponsors for the regional conference in Milwaukee, WI, including a gold, silver, and bronze level sponsor. These sponsors were recognized during the opening banquet, a process of stewardship that will continue with subsequent conferences.

#### **Assessment Coordinator – Ciji Heiser**

NASPA IV-E Assessment information was compiled for the Strategic Planning feedback and submitted. A feedback plan was created (see Regional Director report above) and implemented for feedback on the Objectives for the NASPA draft strategic plan. Ciji also created the assessment strategy for the Regional Conference, and is working on an overall approach to determining via assessment measures the “value” associated with membership in IV-E and NASPA. This will be used to help communicate said value to our prospective and current membership as part of a member stewardship plan.

### **Faculty Council Representative – Amy French**

NASPA IV-E awarded several research grants – at the professional and student level – for 2018-2019. Two of these individuals presented at the Region IV-E Conference in Milwaukee. For the \$1500.00 Research Grants, the following individuals and research projects were awarded the monies. Note the connection of all research to one or more of the NASPA Guiding Principles, and to the Strategic Priorities for NASPA IV-E:

- Dr. Chase Catalano, Western Illinois University
  - Topic: Activating Trans Masculine College Students' Reflections on Campus Experiences, Masculinity, and Community Building through Long-Term Online Focus Groups.
- Dr. Adam Nelson, University of Wisconsin-Madison
  - Topic: Investigating Undergraduate College Admission Application Completion and Attrition

The \$500 Student Research Grant went to the following two students:

- Antonio Duran, The Ohio State University
  - Topic: An Intersectional Analysis of Identity Exploration for Queer Colleagues of Color at Historically White Institutions
- Martia Brawner-King, Indiana State University
  - Topic: The Audacity of African American Senior Student Affairs Officers

The Faculty Council Rep also worked with the Faculty Council to set the Faculty Webinar Series during the fall and the calendar is set through March 2019. The theme of this year's webinar series is "The Civically Engaged Faculty". Dates and presenters include:

- October 4, 2018 at 1:00 EST.
  - Topic: Afro-Latin@ Students, Their Need to Find Community, and the Role of Student Affairs Professionals in This Process by Claudia Garcia-Louis and Marie Nubia-Feliciano
- November 8, 2018 at Noon EST- Sherry Early
- December 2018 - Tracy Tambascia & Dorian McCoy
- February 2019- Amy French & Reginald Blockett
- March 2019- Jodi Linley

Amy also attended ASHE in November 2018 and conducted an on-site faculty feedback exercise for the NASPA Strategic Plan Objectives. This feedback has been incorporated into NASPA IV-E feedback summary themes.

### **Small College and Universities Division Representative – Jesse Grant**

- Attended the Ben Hogan Small Colleges and Universities Institute – June 23-26, 2018 at the University of Puget Sound
- Participated monthly in both regional IV-E board conference calls and Small College and Universities Division calls.

### **Community College Division Representative – Melissa Payne**

- Rochester Community and Technology Institute will host the first Community College Institute in NASPA IV-E this upcoming summer, and a second site in and around the Chicagoland area is being discussed as well.
- A Community College social was held at the NASPA Regional Conference in Milwaukee, WI.

- Participated monthly in both regional IV-E board conference calls and Community College Division calls.
- Facilitated a presentation at the NASPA Regional Conference in Milwaukee, WI.
- Attended the Community College Division meeting in Washington, DC, this fall.

**Public Policy Division Representative – Scott Peska**

- Participation monthly in both regional IV-E board conference calls and Public Policy Division conference calls.
- Presented on Public Policy at the NASPA IV-E Regional Conference in Milwaukee, WI.
- Participated in the Public Policy webinars as part of the Division.
- Working with the Membership Coordinator on adjusting state/province representative roles to incorporate some type of scanning for Public Policy at the state/province levels to include in the regional public policy updates.
- Worked with Membership Coordinator and Communications Coordinator to highlight Public Policy resources and webinars through existing outlets for NASPA IV-E.

**Professional Standards Representative – Timeka Rashid**

- Continued to amplify the efforts of the Professional Standards Division, and participated in monthly Professional Standards Division calls, and monthly IV-E board calls.

**Awards and Exemplary Programs – Meg Haggerty**

- Meg worked closely with the 2018 Conference Committee to finalize timelines, descriptions, and key information for award nominations. The call for nominations was extended a second time in order to provide adequate opportunity for our members to submit nominations. NASPA IV-E was able to provide a strong number of awards at our annual conference.
- Meg continues to work with the newly formed Awards task force/group to provide recommendations on how to streamline the awards process for our members.

**Communications Coordinator – Nikki Dunham**

Due in large part to the launch of the IV-E Communication Strategy, member engagement via social media outlets has increased significantly over the past 20 months.

Platform	Followers to Date	Followers as of March 2017	% change	Followers March 2018	% change	Posts November 2018	% change
Twitter	6180	1531	303.66%	4779	29.32%		
Facebook	1451	931	55.85%	1220	18.93%		
Instagram	357	71	402.82%	241	48.13%	204	204.00%

Facebook Live – This format is continuing to be used to produce short professional development moments either about NASPA IV-E happenings, issues of concern for the region, strategic planning updates, or different member/leadership areas of expertise that they wish to share with the region. This initiative is in alignment with the regional strategic priorities focused on member engagement and professional development. To date, the following are statistics from our Facebook Live events:

Date	Topic	Presenter(s)	Views	Reach
12-4-2017	Strategic Planning – NASPA IV-E	Julie Payne-Kirchmeier (Northwestern University)	1,568	2,200
2-22-2018	Introduction of new Regional Director-Elect	Danita Brown-Young (UIUC)	6,398	14,755
3-8-2018	First-Time Attendee view of NASPA Annual Conference	Pedro Marin, NUFP (Saginaw Valley State University)	416	604
3-22-2018	Maintaining Connections	Amy French (Indiana State University)	551	1,500
4-5-2018	Tips and Trauma-Informed Considerations for Sexual Assault	Bryan Rush (University of Southern Indiana – CSVKPC Rep) and Alyssia Hammond (University of Southern Indiana)	799	1,632
4-19-2018	Volunteering with Professional Associations	Jen Gonzalez (Ryerson University) and Raul Fernandez (Illinois Tech)	728	1,221
5-3-2018	NASPA Region IV-E Update	Julie Payne-Kirchmeier (Northwestern University)	736	1,243
5-17-2018	NASPA IV-E API Knowledge Community update	Jeffrey Tsang (APIKC Representative - Michigan State University)	384	971
5-31-2018	2018 Regional Conference Team Introduction	Full Conference Team	1,515	2,950
6-14-2018	Using Summer Well for Graduate Students	Tom Fritz (Graduate Student Rep - Michigan State University)	367	847

- Note – Facebook Live took a hiatus in the summer and will restart after the annual regional conference in November. We did Facebook Live the Strategic Planning feedback session at the annual conference, and there have been 379 views to date.

Website updates – the communications team has worked diligently to update the NASPA IV-E website to include updated 2018 Conference information, additional history, and conference history. The blog has also been updated on a regular basis. We have just learned that we will need to replace our Web Coordinator and will be recruiting for this role immediately.

Member Communication – the Communication Team has been using the newer email tool to a higher capacity. We have used this to distribute monthly messages from the Region Director (“The Say with JPK”) and Thursday editions (minus the summer months of July and August) of the region communication *The Glance*. Of note, we have shared 15 editions of *The Glance* since April.

#### **Graduate Student Representative – Tom Fritz**

Hosted a graduate student reception/meeting at the regional conference in Milwaukee; 30 graduate students showed up and learned about how to navigate the conference, and networked with each other.

Tom also assisted the Assessment Coordinator in creating the assessment strategy for the regional conference.

#### **SSAO Representative – Michael Anthony**

In collaboration with Kimberlie Goldsberry (Carthage College), facilitated the SSAO institute, at the NASPA IV-E Annual Conference in Milwaukee, Wisconsin, to include a hosted site visit and discussion with local architect firm, Workshop Architects. There were 16 registrants. The SSAO Representative also worked to provide 4 additional sessions/roundtable discussion opportunities specific for SSAOs at the conference, and facilitated by other SSAOs. The conference also had an SSAO lounge throughout the timeframe.

#### **NUFP representative – Raul Fernandez**

- Facilitated the SALT Institute at the annual conference. There were four faculty members and 43 registered participants over the two day experience. Raul Fernandez facilitated an excellent experience for these possible future leaders.
- Raul has also been managing publicizing applications for NUFP.

#### **Knowledge Community Co-Coordinators – Andrew Pollum and Jaymee Lewis-Flenaugh**

In alignment with NASPA IV-E Strategic Priorities, Knowledge Community Co-Coordinators continue to connect the Regional KC Representatives in order to create strong, positive experiences. Some highlights:

- Region IV-East African American Knowledge Community Inaugural Drive-In was hosted on October 5-6, 2018 to 43 attendees at Indiana State University. Several presentations, networking events, and strong keynote addresses were hallmarks of the experiences. The program will be continued every other year in IV-E.
- Region IV-East Women in Student Affairs (WISA) Knowledge Community will be hosting their 9th Bi-annual Drive in Conference in Indianapolis at IUPUI on May 31, 2019. Contracts for the venue have been signed, and promotion is already underway for this hallmark program for IV-E.
- New Professionals and Graduate Students (Jasmin Robinson) awarded 5 access grants in the amount of \$500 each. In its 5th year of the award, established by Sharee Myricks and Jaymee Lewis-Flenaugh.
- Steve Pepper, Veterans Knowledge Community representative, gave a recognition address to the regional conference opening ceremony in recognition of Veteran's Day. This was particularly important given the significance of the 100<sup>th</sup> anniversary of Armistice Day. Veterans KC also submitted their 3rd blog in the series "Understanding Veterans".

The Knowledge Communities also hosted several roundtable discussions at the Region IV-E Conference in Milwaukee, as well as hosting some “no-host” dinner socials at the conference to better connect members:

**Region Conference Knowledge Community Roundtables Hosted:**

- Sexual and Relationship Violence Prevention, Education, and Response
- Asian/Pacific Islander
- African American
- Women in Student Affairs
- Parent and Family Programs
- Student Leadership Programs
- Administrators in Graduate and Professional Student Services
- Indigenous Peoples Knowledge Community

**Region Conference Knowledge Community No-Host Dinner Socials Hosted:**

- Women in Student Affairs
- Student Leadership Programs
- New Professionals and Graduate Students
- African American Knowledge Community
- Multiracial
- Indigenous Peoples

Finally, the Co-Coordinator continue to manage many transitions within the KC Representative group.

**Transitioning Out - Vacancy Up-Coming**

- Janelle Love, African American KC
- Kamilah Allen, Student Career Development KC
- Jasmin Robinson, New Professionals and Graduate Students KC
- Jasmine Gurneau, Indigenous Peoples KC
- Courtney Jarrett, Technology KC

**Current Vacancies**

- Assessment, Evaluation, and Research
- Campus Safety and Violence Prevention
- Disability Concerns
- Fraternity and Sorority
- International Education
- Sustainability
- Undocumented Immigrants and Allies
- Wellness and Health Promotion

**New Representatives Since May 2018**

- Timeka Rashid (Parent and Family Relations)
- Caleb Howell (Multiracial KC)
- Kevin Carey (Men and Masculinities)
- Brian Orefice (Administrators in Graduate and Professional Student Services)

## Professional Development & Events

### **NASPA IV-E Regional Conference**

In alignment with our strategic priority of long-range strategic planning, NASPA IV-E has adopted a four year conference planning agenda, identifying locations in as far in advance as makes sense for association operation. In addition, NASPA IV-E is being mindful of other conferences in the region and potential national association conflicts when setting dates.

**2018 Annual Conference – 100 Years of NASPA – Nikki Letawsky Shultz (University of Minnesota-Twin Citites, MN) and Renee Dowdy (Marquette University, WI)**  
*November 11-13, 2018, Pfister Hotel, Milwaukee, WI*

The annual conference in Milwaukee, WI, focused on celebrating 100 years of NASPA, was a resounding success, thanks to the leadership of the Conference Planning Committee, and the two Conference Co-Chairs. The Committee was especially thoughtful about incorporative inclusive elements, practices, and foundations within the conference, to include sign language interpretation, working with the Indigenous Peoples Knowledge Community on how to fully infuse their work into the conference beyond the land acknowledgement, and focusing on sustainable practices.

Some conference statistics include:

- Registration was set at \$300 regular registration/\$275 Early Bird rates. The regular rate is \$5 more than the 2017 conference rate.
- Hotel rates were \$149/night, which is less than the 2017 conference. The conference room block filled and overflow hotels had to be used to accommodate the larger registration numbers.
- A special rate for Canadian province members in Ontario was again offered and based on an adjusted amount due to the exchange rate.
- The conference received 159 submissions for 88 program slots, an increase of 29.27% over 2017. Previous year numbers are as follows:

Year	Program Submissions	Notes
<b>2014</b>	105	
<b>2015</b>	112	
<b>2016*</b>	200	This was the joint IV-W/E conference, so the number is significantly larger.
<b>2017</b>	123	
<b>2018</b>	159	Significant increase in social media engagement and direct emails helped boost numbers.

- Conference Website - <https://www.naspa.org/events/18IVEConf>

### Registration numbers

NASPA IV-E had a very strong showing at the regional conference in Milwaukee. The following are registration numbers in comparison to the past six Regional Conferences for IV-E:

Year	Location	Registration Number	Notes
2013	Skokie, IL	396	
2014	Columbus, OH	343	
2015	Shaumburg, IL	279	
2016*	St. Louis, MO	673	This was the joint IV-W/E conference; registration is much higher
2017	Detroit, MI	282	
2018	Milwaukee, WI	445	Largest conference attendance (minus the joint conference) in a six year history for NASPA IV-E

### Keynote Speakers

Keynote speakers for this year's conference helped set the tone for both a robust and reflective experience, focused on social justice, inclusion, and the infusion of these two principles on the future of our work in Student Affairs. Keynote speaker bios can be found [here](#), and included an opening address on inclusion and colonialism by Sasānēhsaeh Pyawasay of the Menominee Nation, a Native American Educator and Scholar-Activist, a panel hosted by Levester Johnson (Illinois State University, IL), and including Kevin Kruger (NASPA) and Julie Payne-Kirchmeier (Northwestern University, IL) on the future of Student Affairs, and closing address by Coach George Rice III on the importance of our work in Student Affairs.

### Pre-Conferences

The regional conference had strong pre-conference offerings, in addition to the SALT Institute and the SSAO Institute. NASPA IV-E thanks these presenters for sharing of their time, talent, and expertise in a focused and in-depth manner:

- Teri Lyn Hinds, NASPA Director of Policy Research and Advocacy presented "Not at odds: Free speech, equity, and inclusion on today's college campuses"
- Steve Bryant, Director of Diversity and Community Involvement at Eastern Michigan University presented "This is America: Social Justice Work in Higher Education in 2018"

### 2019 Annual Conference – Tess Barker (University of Michigan-Flint, MI) and James Stewart (DePaul University, IL)

*Des Moines, IA, Des Moines Marriott Downtown*

NASPA IV-E has worked with Experient to identify three potential locations in Des Moines, IA. The regional conference has not been held on the western side of the region in 8 years, and not in Iowa since 2000. The Conference location was announced at the recent Region IV-E Conference in Milwaukee, WI.

**2020 Annual Conference – Joint Conference – NASPA IV-W/E – Michael Anthony (Rochester Community and Technical Institute, MN)**

*Chicago, IL*

NASPA IV-W and E is working with Experient to identify a hotel location in Chicago

**2021 Annual Conference**

Location will be in Minneapolis, MN; Experient is working with NASPA IV-E to find a hotel location and preliminary information is available.

**Knowledge Community Professional Development/Events**

- The [overall report](#) for the IV-E Knowledge Communities can be found here.