



**NASPA**<sup>®</sup>

Region IV-E

**Julie Payne-Kirchmeier**  
**NASPA IV-E Region Director**  
**Report for the July 2018 Board of Directors Meeting**  
**June 11, 2018**

**NASPA Board Action Items**

Two issues for possible consideration/discussion:

- There is a concern that for Community College professionals, the Community College award stipulates that we may only nominate those who are NASPA members. In order to possibly facilitate more access and connection with Community College members, and to spur interest in NASPA for Community Colleges in our region, NASPA IV-E wants to explore having this not be the case; rather, nominations could be open without the stipulation of membership. However, the recipient of the award could then receive a one year membership in NASPA (funded by the region), thereby making them eligible for the national award. Questions arise about whether this needs to be a Board decision, or if this is a decision made at a regional level.
- A conversation about expectations associated with long-range financial planning is still under consideration. This was briefly discussed at a Regional Director conference call, but there is a desire by NASPA IV-E to investigate this at the NASPA level. Some of the questions posed include:
  - Are there specific expectations for regional support for key initiatives?
  - What should NASPA be covering vs. regional efforts?
  - What are regional conference budgets expected to cover on behalf of NASPA vs. what is NASPA providing/covering with respect to regional conference costs?
  - Are there options – via the Foundation – to raise funds for specific regional initiatives?

**Leadership & Member Engagement**

**Regional Director** – Julie Payne-Kirchmeier

The Regional Advisory Board Executive Committee held 4 meetings, two in person, and two via Zoom:

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
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#### Summer Board Meeting – May 31 – June 1, 2018

During the most recent Summer Business Meeting, the Executive Committee discussed the NASPA Strategic Planning questions. The four and a half hour session was in depth and productive, and the IV-E Executive Committee should be commended for their work and contributions. NASPA IV-E Assessment Coordinator, Ciji Heiser (Western Michigan University), is actively coding the results and themes will be shared back with NASPA via the on-line form.

IV-E has some newly appointed board members as well. They are:

- Ciji Heiser, Western Michigan University, Assessment Coordinator (mentioned above)
- Mike Stang, Northern Illinois University, Treasurer
  - Note: Mike Stang has taken over the Treasurer role from Matt Aschenbrenner (University of Wisconsin-Whitewater). Matt could no longer fulfill the duties of the Treasurer role. Region IV-E thanks Mike for taking on this important role.
- Bernard Little, DePaul University, At-Large Representative

The IV-E Executive Committee also reviewed accomplishments from 2017-2018, and set priority goals for 2018-2019. These goals will be reviewed during the July zoom call and voted on by the board. The current working draft can be found [here](#). Each of the goal categories are connected to the four approved IV-E Strategic Priorities established in early 2018.

The budget information from 2017-2018 was reviewed, and expectations for budget requests outlined for the team. Budget requests are due July 6, 2018, and will be reviewed and budget approved during the July 2018 zoom call for the Executive Committee.

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

Transition phone calls including the Regional Director-Elect in with the Region Director and Chief of Staff have begun. Danita has access to Board Effect, and has been working with NASPA on training.

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

- Finalized arrangements for the summer 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 2019 and 2021 possible host sites for the regional conference.
- Coordinated the overview of potential competing conferences in the fall for regional and other national institutes/conferences/events impacting IV-E states/provinces.

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

- Current region membership stands at 2726 for NASPA IV-E. We are using the weekly membership reports, and the membership team (Membership coordinator and state/province coordinators) are creating a strategy for member outreach.

- Membership is also partnering with the Public Policy Division representative to gather information on public policy concerns for each state, and discussions with our Ontario province member is occurring to coordinate information relevant to Ontario for this purpose.
- In partnership with the Communications team, State/province membership coordinators are also writing “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 annual conference.
- Plans are underway in conjunction with the Regional Conference planning committee to infuse Foundation information, initiatives, and ways to give in with conference activities, including bringing back the popular “Flash Match” program from 2017. Stewardship plans are also in discussion.
- Additional information sharing and amplification will occur through our Communications venues and social media platforms.
- The IV-E Executive Committee giving rate is over 95% with plans to hit 100% board giving participation by the end of June 2018.
- IV-E has surpassed both our donor and dollar target for 2017-2018, hitting 124% of our donor goal, and 119% of our progress to dollar goal.

#### **Treasurer – Mike Stang (formerly Matt Aschenbrenner)**

Matt Aschenbrenner has exited the Treasurer role, and Mike Stang (Northern Illinois University) has been appointed to the role. Mike is participating in training and is coordinating the budget process for 2018-2019. Mike will also lead the long-term planning team for the development of a financial strategy for IV-E during the 2018-2019 year.

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

Volunteer positions have been posted for vacant KC representative roles, and 2018 conference needs including Graduate Student interns and program reviewers.

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

Mike has been working with the Conference Planning team for 2018 on a development strategy for the conference. Work was done in earnest at the summer meeting in Milwaukee, with a full plan targeted for development by August 1, 2018.

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

Ciji was newly appointed just prior to the summer meeting. She is currently working on coding the strategic planning feedback, and will assist the Regional Director in refining our 2018-2019 goal statements, for review and approval by the NASPA IV-E Executive Committee in our July zoom call.

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

- Worked with the NASPA Central Office to track down a reimbursement/check for a grant award winner.
- The last Faculty on Demand webinar of the year was held on April 12; well attended with good conversations. It was facilitated by the outgoing Emerging Faculty Leader Academy, and the group discussed emerging faculty, types of institutions, positions, etc.

- Met with several IV-E grant recipients at NASPA in Philadelphia; most of them are committed to present research at The Conference.
- IN process of setting up the next series of Faculty on Demand webinars for 2018-2019
- Attended the IV-E Summer Advisory Board meeting, and participated in monthly IV-E Executive Board calls.

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

- Supported and amplified the Ben Hogan Small Colleges and Universities Institute – June 23-26, 2018 at the University of Puget Sound
- Assessing the needs of mid-level managers in Small Colleges and Universities – some workshops will be at annual Conference. Will use the NASPA membership database as a starting point.
- Beginning to place different small college/university professionals into various volunteer positions for the region.
- Attended the Summer Meeting for IV-E, and participated in IV-E Executive Committee monthly calls.

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

- Coordinated with Community Colleges Division about a IV-E Community College Institute; a phone conference is in process of being scheduled to finalize date and location for the institute.
- Participated monthly in both regional IV-E board conference calls and Community Colleges Division calls.
- Attended and participated in the Summer Executive Committee meeting.

#### **Public Policy Division Representative – Scott Peska**

- Participation monthly in both regional IV-E board conference calls and Public Policy Division conference calls.
- Published a blog post for the Public Policy Division on March 23, 2018 titled, “When Hashtags Follow Gun Violence.”
- Participated in the Virtual Town Hall May 2018 on Campus Safety and Guns on Campus
- Created a Region IV-E Public Policy Newsletter for June 2018.

#### **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**

- Working closely with the 2018 Conference Committee to establish timelines, descriptions, and key information for award nominations.
- Held a call with the NASPA Award Chairs at the end of May.
- Proposed a question about offering NASPA memberships to key award winners, to help generate nominations for those areas in which there are not many award winners. (See board action items above.
- Attended the Summer Board meeting in Milwaukee, WI.

#### **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 15 months.

Platform	Followers to Date	Followers as of March 2017	% change	Followers March 2018	% change	Posts June 2017	% change
Twitter	5474	1531	257.54%	4779	14.54%		
Facebook	1351	931	45.11%	1220	10.74%		
Instagram	276	71	288.73%	241	14.52%	125	303.23%

Facebook Live – new for NASPA IV-E this year is the use of Facebook Live 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 first ten 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, NUFPP (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 – CSVPKC 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

Website updates – the communications team has worked diligently to update the NASPA IV-E website to include 2018 Conference information, previous leadership history, and conference history. The blog has also been updated on a regular basis.

Member Communication – the new email tool from NASPA is something the Communication Team looks forward to testing and using to its fullest capacity, especially when distributing updates and “The Glance”, the NASPA IV-E e-newsletter that was relaunched in April.

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

Hosted a Facebook Live event for graduate students on how to use their time most effectively this summer, focusing on information for incoming graduate students, current grad students, and graduate students transitioning to full-time work.

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

In collaboration with Kimberlie Goldsberry (Carthage College), continuing the planning work for the SSAO institute, to be held at the NASPA IV-E Annual Conference in Milwaukee, Wisconsin.

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

- Secured faculty for the SALT (Student Affairs Leaders of Tomorrow) Institute
- Worked with the 2018 Conference Planning team to create marketing for SALT Institute.
- Hosted a Facebook Live webinar with Jen Gonzales (Ryerson University) on volunteering in professional associations.
- Collected 4 New NUFP Applicants. The NUFP Committee recently had a meeting and we are currently working on selecting people for different committees. We are also working on what each of the regions can do to celebrate 30 years of NUFP.

#### **Historian – Peggy Burke**

- Made two trips to the NASPA archives, one funded by NASPA IV-E, and one with all of the historians from the different regions.
- Worked with the Communications Team, specifically with IV-E web coordinator, Kristin Kreher (Indiana University-Purdue University Indianapolis) to develop the history site for NASPA IV-E
- Peggy Burke will be retiring at the end of June, and the NASPA IV-E Region wishes her well, and thanks her for her many, many contributions to the work of NASPA, the IV-E Region, and on behalf of our students. Peggy will be greatly missed.

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

- All Knowledge Community activities can be found in the [overall report](#) linked here.
- Some highlights:
  - The New Professionals and Graduate Student KC is hosting several events this summer for NPGS members, grad students, and new professionals.
  - The African American KC is hosting a IV-E drive in event at Indiana State University in October 2018.
- Three new KC representatives have been appointed to the KC representative team. KC Coordinators have met with KC Representatives to on-board new members
  - Christina Gerazounis (Alcohol and Other Drug);
  - Kevin Carey (Men and Masculinities);

- Sarah Colomé (Sexual & Relationship Violence Prevention, Education, and Response)
- Current vacancies include:
  - Orientation, Retention, and Transition;
  - Student Governance;
  - Administrators in Graduate and Professional Student Services;
  - Disability Concerns;
  - International Education;
  - Multiracial;
  - Student-Athlete;
  - Sustainability;
  - Undocumented Immigrants and Allies;
  - Wellness and Health Promotion.
- KC Coordinators have established an End-of-Term transition report to maintain consistency and information-sharing in the event of leadership transition. This was approved by the National Chairs and Regional Chairs and is now established for use (5 collected thus far).
- Some ideas presented by the KC Reps are to host a "round robin" style conference session or a consolidated presentation (5-7 minutes per KC).
- KC Reps have prepared webinars, meetup socials, and blogs (see hyperlinked report above for specifics).
- KC Reps have also been engaging in the IV-East Facebook Live sessions.

## Professional Development & Events

### **Annual NASPA Conference – Philadelphia, PA**

The Executive Committee of the NASPA IV-E Advisory Board met during the annual conference, and during discussions, the following things were discussed and approved:

- NASPA IV-E will hold a joint conference with NASPA IV-W every four years.
- The Public Policy Division representative (Scott Peska, Waubensee Community College) will work collaboratively with the NASPA Membership Coordinator (Josh Hengemuhle, University of St. Thomas) to provide a quarterly public policy update to the region focused on state/province specific public policy concerns. The inaugural edition will go out in June 2018.

During the Business Meeting at the Annual Conference, the decisions from the IV-E Executive Committee sessions were shared, and general updates including a financial update were provided. The newly elected Regional Director Elect, Danita Brown Young (University of Illinois – Urbana Champaign) was introduced at the meeting, and general reports provided.

The NASPA IV-E Regional Reception was held at the Annual Conference, with well over 200 individuals attending the event.

The Communications Team coordinated social media amplification projects to highlight presentations, Contested Issues debates, IV-E events, and SA Speaks given by NASPA IV-E membership, and posted these via Twitter and Facebook.

### **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 and Renee Dowdy**

*November 11-13, 2018, Pfister Hotel, Milwaukee, WI*

*The Annual Conference Planning Team met during the Summer Meeting and planned out many components of the annual conference.*

- The Conference Planning Team proposed, and the Advisory Board approved, Conference rates for the 2018 Conference. These have been set at \$300 regular registration/\$275 Early Bird rates. The regular rate is \$5 more than the 2017 conference rate.
- A full financial review of conference expenses has been conducted to set these rates.
- Hotel rates are \$149/night, which is less than the 2017 conference.
- A special rate for Canadian province members in Ontario has again been offered and is based on an adjusted amount due to the exchange rate.
- Conference program submissions closed on Friday, June 15. To date, we have received 159 submissions, an increase of 29.27% over 2017. Previous year numbers are as follows:

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

- Keynote speakers have been selected, including a moderated panel about the future of Student Affairs.
- Plans will be made for how to incorporate the next round of feedback from IV-E during the annual conference, once the process is developed further by the NASPA board.
- Conference Website - <https://www.naspa.org/events/18IVEConf>

#### **2019 Annual Conference – theme and co-hosts TBD**

*DesMoines, IA*

NASPA IV-E has worked with Experient to identify three potential locations in DesMoines, IA. The regional conference has not been held on the western side of the region in 8 years, and not in Iowa since 2000. A site visit with the Region Director, Region Director-Elect, and previous conference host will be conducted at the end of July. Conference co-hosts will be named in the next month.



**2020 Annual Conference – Joint Conference – NASPA IV-W/E – theme and co-hosts TBD**  
*Chicago, IL*

Plans forthcoming based on appointment of co-chairs for the event. NASPA IV-W and E will work with Experient to identify a location.

**2021 Annual Conference**

*Location under discussion by NASPA IV-E Advisory Board*

**Knowledge Community Professional Development/Events**

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