



**Julie Payne-Kirchmeier, PhD, CASP**  
**NASPA IV-E Regional Director**  
**Report for the December 2017 Board of Directors Meeting**  
**Submitted November 9, 2017**

**NASPA Board Action Items**

None at this time

**Leadership & Member Engagement**

**Regional Director – Julie Payne-Kirchmeier**

The Regional Advisory Board Executive Committee held six monthly calls via Zoom platform and three in-person meetings (meeting at the Annual Conference in San Antonio, meeting in Detroit, MI, at the site of our 2017 IV-E Annual Conference and in conjunction with the 2017 Conference Planning Committee, and our annual Regional Conference in Detroit). The dates are as follows:

Regional Advisory Board Meetings		
Executive Committee Board Meeting/ Annual Conference	March 12, 2017 (EC Meeting) March 13, 2017 (Business Mtg)	San Antonio, Texas Grand Hyatt and Convention Center
Monthly Conference Call	March 31, 2017	Zoom
Monthly Conference Call	April 21, 2017	Zoom
Monthly Conference Call	May 26, 2017	Zoom
Summer Business Meeting/Joint Conference Committee Meeting	June 8-9, 2017	Detroit, Michigan; GM Renaissance Center
Monthly Conference Call	August 18, 2017	Zoom
Monthly Conference Call	September 15, 2017	Zoom
Monthly Conference Call	October 20, 2017	Zoom
NASPA IV-E Executive Committee Board Meeting	November 11, 2017	Detroit, Michigan; GM Renaissance Center

During the summer meeting the goals for IV-E were reviewed, and draft categories of adjusted goals for 2017-2019 were developed. A full discussion of these goals will be conducted in our upcoming July 28 conference call. The board also reviewed the Knowledge Community Task Force report and provided feedback on the recommendations. This feedback was emailed to the NASPA KC leadership on June 13, 2017.

During the fall board calls, more work was conducted on the goals for the region. Workgroups were formed based on four key areas:

- Membership
- Professional Development
- Long-Range Planning
- Inclusion and Equity

Workgroups have concluded their work, and at the November Executive Committee meeting of the board, these goal statements will be finalized along with objectives. These will be shared with the full delegation.

A member engagement strategy has also been drafted and will be launched at the annual conference to provide the full Region IV-E membership with the opportunity to provide feedback on the goals. The strategy includes:

- On-line feedback form for members to use to share feedback directly with the board
- Push via social media outlets (Facebook, Twitter, Instagram)
- Live webinars during November and December post-conference hosted by Region IV-E Board members, and the Regional Director, to explain the rationale and seek feedback
- In person opportunities with the Regional Director to share feedback, ideas, and concerns.

Feedback from our members will be consolidated into common themes, and the board will use them to finalize our goals and long-term strategy.

#### **Past Regional Director – Kimberlie L. Goldsberry**

Through Kimberlie's hard work, she has identified strong individuals who have submitted their information for consideration via her 2019-2021 Region Director Recruitment.

- Received 11 nominations
- Nominations from: Michigan (3), Indiana (1), Wisconsin (1), Illinois (3), Minnesota (1), and Iowa (1)
- Nominees come from: Private Institutions (4), Public Institutions (5), Community Colleges (2)
- Nominees identify as: Male (9 - two of which are of diverse background), Female (2 - both of diverse background)
- Kimberlie held conference calls with each nominee to review the position description, candidate packet materials, recruitment timeline and answer questions in working increase confidence in the candidates.

- A review committee has been formed to read, discuss and select candidates that will be placed on the election slate- see membership list below:
  - Nikki Letawsky Shultz, University of Minnesota
  - Jaymee Lewis-Flennal, Miami University of Ohio
  - Michael Lango, Dominican University
  - Alejandro Magano, Northwestern University
  - Peggy Burke, DePaul University
  - Beth Oakley, University of Windsor
- Slate candidate materials will be forwarded to the national office following the regional conference meeting in Detroit.

Kimberlie continues to support the current region director, and other board members, with key questions/information for context as needed.

**Communications Team** – Nikki Dunham (Communications Coordinator) and Christopher Lewis (Social Media Coordinator)

The Communications Team developed a full Communications strategy for NASPA IV-E, to include a restructure of the team itself. Some continued accomplishments:

- Increased Twitter engagement by 163.49% since March 2017, with 4,034 followers (up from 1531 the previous year)
- Increased Facebook engagement by 19.2% since March 2017, with 1153 followers, (up from 931 the previous year)
- Continued to engage with members via the IV-E Instagram account, with 187 followers and 78 posts to date (up from 71 posts and 31 posts in June)
- More intentional collaboration continues between the IV-E Communications team, and the Regional Conference communication team. These collaborations include:
  - Developed detailed plan for social media and email communication.
  - Granted access to regional Twitter, Facebook and Instagram accounts to streamline social media communication.
- Created regional email address: [region4e@naspa.org](mailto:region4e@naspa.org) to streamline communication

Regular communications each Thursday are being coordinated via a new request form, and sent out by the team to the full membership.

The Communications Team also developed the member engagement strategy outlined above in order to garner feedback from the broader membership about the goals and strategies for IV-E.

**Treasurer** – Matt Aschenbrenner

The Summer Regional Advisory Board Business Meeting and Conference Committee Meeting expenses cleared by early July 2017. The budget requests were submitted, and a budget was approved on July 28, 2017, during our board call. The region currently has \$184,452 in our account.

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

- Niki Rudolph and Sidney Childs continue to lead the regions effort with the Foundation. For the past fiscal year, we are proud to report that we reached both our donor and our dollar goal, and have sent a more ambitious goal for ourselves for FY19. We have currently met 27% of our donor goal and 21% of our dollar goal for the 2017-18 year. The Foundation will have a presence at our annual conference in Detroit, with DipJars available for easy donation.

**Volunteer Coordinator – Jen Gonzales**

Promotion of NASPA IV-E regional conference occurred at the Canadian Association of college and University Student Services, including encouraging program submission from key programs at the CACUSS conference. We have 10 members from our Ontario province attending the IV-E Regional Conference in Detroit.

Through the Volunteer Coordinator, we have recruited for and appointed a replacement for the Professional Standards Divisions representatives, additional Knowledge Community coordinators, and are looking for an Assessment Coordinator for the region.

**Development Coordinator – Mike Stang**

Mike is working with the Conference development coordinator, and the former IV-E Development Coordinator, David Strauss, on learning his role.

**Faculty Council Representative – Amy French**

Created Qualtrics survey to gauge interest in On-Demand Faculty Conversations series, and disseminated survey and On-Demand Faculty Conversations series information via email on May 22, 2017. Additional activities include:

- Organized and oversaw the IV-E Research Grants for the regional conference
  - 9 Applicants
  - 2 Graduate Student Awards of \$500 each selected
  - 2 Individual/Team Research Awards - \$1,500 each selected
- Amy represented NASPA and NASPA IV-E at Student Affairs 101 Conference at Illinois State University on October 27, 2017. At this event, she:
  - Provided 2018 NASPA Conference materials, membership information , and answered questions about the NUFP program.
  - Recruited students and student affairs professionals for the 2017 NASPA IV-E Conference in Detroit, talked about the KC's and responded to membership questions.
  - Approximately 250 visited the table.

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

A listing of small college and universities in the region has been requested and received, and Jesse has reached out to these schools, and encouraged them to attend the annual conference,

and to seek out their needs. Jesse has spoken with Deans at small schools in Indiana. For engagement, a schedule for on-line Zoom calls with small college and universities has been created:

- Ohio and Indiana in December 2017
- Michigan and Illinois in January 2018
- Wisconsin, Iowa and Minnesota in February 2018.

Jesse is developing schedule for best practices talks in certain functional area.

We are also proud to report that Jesse was named as a Diamond Honoree by ACPA. Congratulations, Jesse!

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

A blog post has been published, and the Community College ½ day preconference will be held at the upcoming conference in Detroit.

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

Scott solicited feedback from the IV-Board on the Public Policy Division platform, and the board has given its support. Scott participated in monthly PPD conference calls, and submitted a conference proposal for the IV-E Annual Conference for the PPD update on federal and state legislation and trends. Scott also shared with IV-E the information about the town hall discussion on free speech issues on campus set for November 15, 2017, 1:30 ET/10:30 PT. This will be shared at the NASPA IV-E Regional Conference in Detroit.

#### **Professional Standards Representative – Timeka Rashid**

Timeka Rashid was appointed as the IV-E Professional Standards Representative, and officially joined our advisory board in October of 2017, and joined the board for the October Zoom call. She is currently being on-boarded by both the Professional Standards Division Chair and the Regional Advisory Board team. We look forward to her contributions.

#### **Awards and Exemplary Programs – Meg Haggerty**

All Regional Award and Exemplary Programs have been updated for congruency in names/criteria/process to overall NASPA award process. The timeline for award nominations will be June 30 – July 28, 2017, with an additional 1-week window in early August identified as an extension timeframe should that be needed.

Additionally, IV-E has expanded the mid-level professional, new professional, graduate student rising star, and undergraduate student rising star to have a recipient from each state/province in our region. We have successfully named 17 awards for the upcoming for some of the 13 award categories across 6 states within our region. This represents an increase in state representation, the expansion of state/province awards, and overall categories available. The board will work to identify ways to continue to expand the number of award nominations. All awards eligible for NASPA consideration have been forwarded.

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

- Membership in the region is at 2,273; down slightly from prior Board report. Current assumption is that it is because of the number of individuals who became members last year around the regional conference whose membership is now expiring. Josh is continuing to work with state and province coordinators to encourage IV-E membership to complete online profiles in the NASPA website. Accuracy of this information is essential for reporting functions of the new website to be effective
- Named a new Ontario Province Coordinator, and recruiting a replacement Illinois State Coordinator

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

Tom is working in conjunction with the SALT (Student Affairs Leaders of Tomorrow) coordinators to help advertise the SALT program at the IV-E Conference, and to share information about graduate studies programs in Student Affairs.

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

Michael continued to communicate once every month to two months with the regional Vice Presidents of Student Affairs. These message include information about the conference and has sought input about other types of PD they seek beyond the institute. Michael, along with Kimberlie Goldsberry, is also hosting the SSAO Institute at the IV-E Regional Conference in Detroit on November 11 and 12, 2017.

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

#### KC Co-Coordinator Engagement

KC Representative position recruitment: As the role of the KC Co-Coordinators has changed, the work of recruitment is now shared with the national coordinators. There are still vacancies that need to be addressed; the KC Co-Coordinators are working to ensure this occurs.

Jaymee and Andrew held Knowledge Community Representative Team meetings via Zoom in June, August, September, October highlights of our work over those four months include:

- Professional Development for the Reps by Sharee Myricks on *Planning a Conference Meet-up/Social*
- Discussion on ways to increase Regional and KC Membership engagement opportunities with a particular focus on leveraging technology for increasing engagement opportunities.
- Discussion on the NASPA National changes to the Knowledge Community processes and reporting that will impact the KC Reps.
- Planning and Support for Regional Conference Roundtable Sessions.
- Planning and Support for Regional Conference KC Meet-Up.

Ten NASPA IV-East Regional Knowledge Community Dinner Socials have been organized and coordinated by our KC Representatives for the Regional Conference in Detroit. They include:

<b>KC Representative(s) Name</b>	<b>Knowledge Community</b>	<b>Dinner Social Site</b>
Mylinh Hoang & Jeffrey Tsang	Asian Pacific Islander	Maru Sushi & Grill
Mike Kirchner & Stephen Pepper	Veterans	Sweetwater Tavern
Bryan Rush	Campus Safety & Violence Prevention	Granite City Food and Brewery
Jose Marroquin	Adult Learners	Briggs Detroit
Janelle Love	African American KC	Red Smoke Barbeque
Eboni Turnbow	WISA	Fishbones
Susan Estep	Gender and Sexuality	Briggs
Maria Ahmad	Spirituality and Religion	Sheeba Restaurant
Jasmin Robinson	New Professionals and Graduate Students	Hard Rock Cafe

## Professional Development & Events

### **Faculty Council Representative**

- The IV-E Faculty Webinar series has been launched. The first webinar, *“Leaving a Faculty “Footprint”: How NASPA can serve faculty through various stages of development”* was lead by Dr. Tracy Tambascia on October 19, 2017, via the Zoom platform. 18 participants attended. The rest of the series is planned for the following dates:
  - Thursday, December 14 @ 1:00 EST
  - Thursday, February 8 @ 1:00 EST
  - Thursday, April 12 @ 1:00 EST

### **2017 IV-E Conference**

November 12 – 14, 2017 – Renaissance Center, Detroit, Michigan

We are looking forward to our IV-E Regional Conference happening in Detroit, Michigan. Specific conference updates will be given post-conference via a supplemental report.

### **2018 IV-E Conference – Nikki Letawsky Shultz and Renee Piquette Dowdy**

November 10-13, 2018

- Milwaukee, WI, will be the site of the 2018 Conference.
- Contract is in final stages and is almost ready for signature to host the conference at the Pfister Hotel in Downtown Milwaukee.

**WISA Drive In Conference**

Friday, June 2, 2017 | East Lansing, Michigan | Michigan State University

- 85 registered as of 6/1/17; 95 total attendees by 6/2/17
- Description of Program – bullets
- 12 program sessions
- Keynote Speaker - Dr. Danita Brown Young, Vice Provost for Student Affairs and Dean of Students - University of Minnesota
  - The 2017 Marlene Kowalski-Braun Award for Service to Women in Student Affairs was awarded to Dr. Danita Brown Young.

**Knowledge Community Professional Development Activities**

This table highlights the work that our Regional KC's and reps have been doing beginning with notes from the National Conference in San Antonio, TX. If a KC is not included in this table it is because (1) the KC Rep position is currently vacant, or (2) the KC Rep failed to submit appropriate updates. Both of those situations the Region IV-East KC Co-Coordinator are working to address.

<b>Knowledge Communities</b>	<b>KC Representatives</b>	<b>Professional Development &amp; Events</b>
<b>Adult Learners and Students with Children</b>	Jose Marroquin	Creating an online module about how to work with Adult Learners. The hope is to offer the modules to any interested party
<b>African American Concerns</b>	Janelle Love	Would like to host drive-in conference that focuses on the personal and professional needs of African-American administrators within our region.
<b>Latinx</b>	Tabatha Cruz	Encourage membership to submit proposals for the Regional Conference on Latinx/a/o/ student success Would like to host an in-person meeting for the leadership team at the Regional Conference
<b>Multiracial</b>	Heather Browning & Danielle Martinez	Participated in planning and implementing KC specific programming (e.g. Pop up museum, Featured Speaker) during the NASPA Annual Conference. Tabled at KC fair, presented KC session, and hosted reception at the Regional WE conference.



<b>New Professionals &amp; Graduate Students</b>	Jasmin Robinson	Added a Master Class Coordinator to our leadership team Planning to host a KC meetup at NASPA IV East regional conference Posts ongoing articles in FB group impacting Student Affairs and Higher Education
<b>Socioeconomic &amp; Class Issues in Higher Education</b>	Karla Talley	KC sponsored 3 sessions at National Conference Planning to submit proposal for regional conference in Detroit for November 2017 and potentially for national as well KC is going to kickoff podcasts soon and I'm hoping to be the coordinator of at least 1
<b>Technology</b>	Courtney Jarrett	Working on ideas for the Regional Conference in November
<b>Veterans</b>	Stephen Peppers & Mike Kirchner	Publish quarterly blogs and seek feedback to assist with the development of future training Develop training pertinent to higher education administrators serving veterans Publish and promote student veteran-related research Host bi-annual webinars on veterans issues
<b>Fraternity &amp; Sorority</b>	Kristen Kardas	KC hosting in-person meeting in mid-June at Texas Christian University for leadership team, will be looking to develop KC-specific awards and recognition program KC sponsored 3 programs at annual conference, looking to submit for regional conferences
<b>Women in Student Affairs</b>	Eboni Turnbow	WISA Drive-In Conference June 2, 2017 @MSU

The KC Reps will be hosting a total of 11 roundtable sessions at the Region IV-East Regional Conference in Detroit. This surpassed the established goal of 10. They include:

- *Addressing Student Basic Needs*
- *Veterans Knowledge Community - Engaging College Veterans Online (Mike K is facilitating a separate session about intersectionality in student affairs for diverse populations)*
- *Chasing Excellence: An African American Knowledge Community Conversation*

- *Gender and Sexuality Knowledge Community Round Table Discussion*
- *Understanding and Advising Today's Adult Learners and Students w/ Children*
- *Engaging the "Religious" Student in Social Justice*
- *Asian Pacific Islander Desi Current Issues; Hot Topic Roundtable*
- *Knowledge Community Roundtable: Student Career Development*
- *Civic Learning and Democratic Engagement KC Roundtable*
- *Campus Safety and Violence Prevention Knowledge Community Roundtable*
- *What I Wish I Knew About Tech- TKC Roundtable*