



NASPA

Region IV-E

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Region IV-East Director

Report for the July 2014 Board of Directors Meeting

June 27, 2014

NASPA Board Action Items

None at this time

NASPA Mission

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

Leadership

Regional Advisory Board

1. Business of the Region

The Executive Committee of the Regional Board in conjunction and the Regional Conference Committee met on June 12-13, 2014 in Columbus, Ohio at the conference hotel. Our agenda was to review the current NASPA IV-East board goals, discuss critical regional business and prepare for the 2014-15 academic year.

2013-14 NASPA IV-East Board Goal Review:

- Goal 1: Professional Development - to serve the educational needs (both internal and external) of the region.
 - A. Strengths
 - NASPA buttons “Ask About NASPA IV-E”
 - Being thoughtful about how we communicate, how frequently and through what channels
 - Regional conference communications
 - B. Areas of Growth
 - Orientation to region/conference
 - Website issues, not being used the way national wants = often equals less outreach
 - Hotel conference doesn’t allow for free WiFi for social networking, blogging
 - Any meetings, drive-ins and conferences should have free WiFi

- Always have hashtags for events and meetings. Possibly only use 1 hashtag for the region.
- National issues with updating website
- Communication plan – how and when are we communicating it. Maybe with new communication marketing person will assist in the plan. Tawanna Lee is the new coordinator. She needs to be connected to the National Communications person.
- Encouragement, training needed to blog, Facebook...etc. How to use 4E website including setting personal preferences...for members. Making the most of your membership in the region. How do you stay in touch and how can NASPA assist you?
- Send common social media info on all publications that are sent out like hashtags, Facebook...
- Regional list serve benchmarking for various positions
- National has shut down all list serve because blogging is supposed to be the new list serve
- Blogging defined how it is and should be used for region and communicated to all members

➤ Goal 2: Involvement – to provide a clear, active and well-organized experience for members to become involved in the region.

A. Strengths

- We have developed a great funding form
- New ideas for regional conference sessions and reaching different constituencies
- Research award
- We have been supporting KC initiatives
- Increase funding in grants
- Competency guides areas as conference program sessions
- Strong regional conferences and drive-ins

B. Areas of Growth

- Faculty outreach
- Smaller volunteer opportunities that reach all areas
- Utilize competency areas as guides
- Blogging
- Explore Pechakucha (20x20 20 slides X 20 seconds a piece) presentations into our regional conferences
- Identify opportunities for those who can't afford drive-ins and conferences. National is putting a stop on webinars until their new person in online development is trained and can figure out a way to recreate this area.
- Opportunities for grads to feel more involved - Bring new grads and people who have been with one prof develop area like ACUHO-I to NASPA. Maybe reach out to regional groups like GLACUHO...
- Breaking down NASPA stereotypes (i.e., Not for new professionals or grads)
- NASPA can be cliquish and need to help new members acclimate and get involved.

- Incorporate competency areas and best practices with all levels into professional development.
 - Role standardization like how to use hashtags, how to orient new members, be more intentional, have State tables at the conference with KC tables.
 - Make a one day fee for graduate students that is reasonable
 - How to change perception of folks still angered by the non-unification and driving students to ACPA.
- Goal 3: Communication – to enhance the region’s communication systems to keep members actively involved, informed and engaged.
 - A. Strengths
 - Strong attendance at regional conference in Skokie, IL
 - Increased membership of grad students
 - Getting members involved with conference assistance (ie. Program review..)
 - Added faculty programs
 - Great diversity and number of programs at annual conference
 - Strong regional affiliation
 - B. Areas of Growth
 - Increased award nominees from across entire region
 - Continue communication of region to members
 - Blogging
 - National philosophy of how NASPA website should be used versus how members want to be involved in it
 - Involvement of grads at doctoral level
 - Demonstrating to community college professionals in IV-E the benefits of NASPA membership
- Goal 4: Internal IV-East Operations – to develop internal systems that assist with the day-to-day operations of the board and enhance the region’s ability to be strategic and long-term focused.
 - A. Strengths
 - Consistency with board meetings and regular updates to the board and region
 - Ongoing updates to leadership manual
 - National office has been helpful
 - Dedicated board members
 - Great work by Student Intern, Angela Ryan, to keep the Board organized
 - B. Areas of Growth
 - Website
 - Develop webinars
 - Moving leadership manual and committee documentation online
 - Job descriptions
 - Blogging

- Transitions of new people and how to ensure smooth transition

Other Board Business:

- A. Kimberlie Goldsberry, NASPA IV-East Regional Director Elect, announced that the 2015 IV-East Regional Conference will take place in the Chicagoland area. She has appointed Danita Brown Young of the University of Minnesota Twin Cities and Keith O’Neil of the William Rainey Harper College as the conference co-chairs.
- B. The hotel site for the 2016 Joint Regional Conference with IV-West has been determined. It will take place at the St. Louis Union Station Doubletree Hotel in St. Louis, MO, November 14-16, 2016.
- C. The Executive Committee decided that we should have one more push in the region for the #NASPAgives Campaign. Currently, the region is at 65% of its donor goal and 90% of its dollar goal. If we reach our campaign goals, the region will receive a \$1,000 research grant from the NASPA Foundation. We also decided that Board members should also receive a special request to participate in the campaign; our goal is 100% board participation.

2. Treasurer’s Report

Region IV-East continues to be in a very strong financial position. As previously mentioned, the 2013 regional conference was highly successful and provided a net income to the region of \$26,506.85. The funds earned from the conference will allow the region to provide greater professional development opportunities for our members. At our Spring meeting in Baltimore, the advisory board agreed to use a portion of the revenue from the conference to support the 2014 Student Affairs Leaders of Tomorrow (SALT) Institute and Mid-Level Institute in Columbus, OH. By supporting these two institutes, we can keep the registration fees at a lower cost in hopes of increasing participation. It is the region’s vision to continue using revenue from the regional conferences in this manner.

Member Engagement

1. Membership

Active members in our region	1874
Expiring members	70
Renewing members	68
Recently expired	66

Membership by states

IL	570
Ohio	350
IN	249
MI	194
WI	130
MN	113

IA	95
Ontario	32
Misc. States	141

2. Membership Services Coordinator

- a. Reordering the "Ask me about NASPA IV-E" buttons for the NASPA IV-East 2014 Regional Conference in Columbus, Ohio.
- b. Recruited and filled the Ontario Providence and Michigan State Representative positions since the national convention.
- c. State and Providence Representatives will be active facilitators at the regional conference orientation session at the NASPA IV-East 2014 Regional Conference.
- d. Representatives will also be asked to volunteer at the registration table for one hour on Sunday, November 2, 2014.
- e. Hotel pillars wraps in Columbus, Ohio will also be sold to vendors to welcome all NASPA state and providence members to the fall conference.

3. Community College Division

- a. Continue to serve on the Region IV-East Regional Conference Committee and as Coordinator of the pre-conference Student Affairs Leaders of Tomorrow (SALT). Included community college members on the SALT committee with graduate students, new professionals and mid-level professionals from a variety of institutions in the region.
- b. Co-chair the Research and Publications committee for the Community College Division (CCD); established the purpose of the committee, linked the purpose to the CCD goals, and initiated action steps to accomplish the CCD goal of encouraging and promoting research and best practices relevant to community college institutions and professionals.
- c. Continue to serve as the President of the Illinois Community College Chief Student Services Officers group (2013-14).

4. Small College and Universities Division

- a. Co-presented a pre-conference session with Houston Dougherty, Hampton Hopkins, and Debbie Heida at the NASPA National Conference in Baltimore, MD – Small College Mid-level Institute.
- b. Attendance at the Small College & Universities Institute for Senior Student Affairs Officers at Daemen College, June 21-24. Of the 49 participants, 19 were from Region IV-E.
- c. Interviewed by a number of graduate students in student affairs preparatory programs to give the small college perspective – face-to-face, phone call, and Skype
- d. Met with the West Suburban Chicago SSAOs to discuss career development offices – goals, structure, personnel, and budgets.
- e. Networking with small college student affairs personnel at the Higher Learning Commission's Persistence & Completion Academy.

- f. Forming an article idea with Eric Buschlen, IV-E Faculty Representative, to discuss our experience with Skype and the importance of promoting the small college experience in graduate preparatory programs.
- g. Still recruiting for a regional advisory board.

5. Knowledge Communities

- a. The IV-E New Professional & Graduate Student Knowledge Community (NPGS KC) leadership team is working actively to not only assist with the goals of our KC, but to membership involvement and engagement. The leadership team consists of three active members: Omega Styles (DePaul University), Jaymee Lewis (Dominican University, formerly at Western Illinois University), and myself – Sharee Williamson (Indiana University). Omega’s focus is encouraging membership, which has included “Membership Monday,” Jaymee is charged with overall communication efforts to the KC such as creating email blasts as well as working on assessments. I (Williamson) have been focused on keeping the Facebook page current with job postings within the region, NASPA events, and member involvement interest. This summer, we hope to add 1-2 members to the team.
- b. The IV-E NPGS KC continues to be active on Facebook (<https://www.facebook.com/groups/NPGS4E/>) to keep open communication for membership. This effort is one of three regional pages for our KC. As of today, the Facebook pages have 183 members, where we rank first amongst the other two regional NPGS pages. In the recent months, we have seen membership not only from those within our targeted population, but supports such as supervisors to ensure they are sharing our information with new professionals and grads they are supporting.
- c. Email blasts are also sent to the targeted population for all of the different Knowledge Communities to provide information, encourage membership to join the Facebook page.
- d. Recently, numerous Knowledge Communities have expanded their outreach to posting email blasts as a NASPA Blog. This effort has provided more membership interaction and met the call from our population to provide an alternative vehicle for information other than email or Facebook.
- e. The NPGS KC is also currently working on ways to best support the Region’s GAP, keep membership involved about low-cost professional development such as free NASPA webinars, increase our support for doctorate level students, preparing grads/new professions for the job search and better engage our membership throughout the year.
- f. Many of our knowledge communities have expanded their leadership teams over the last few months and many are engaging these individuals in many new ways to communicate and engage in differing ways than we have seen in the past.
- g. Each of the Knowledge Communities have been asked to put together goals for this year. The AGAPSS KC is a good example of this, stating that their upcoming goals for the upcoming year during the 2014 region include:
 - Oversee the recruitment, selection, and oversight of three conference internship positions.

- Collaborate with the Case Study Co-Coordinators to recruit and manage participation in the Case
- Study and volunteers to support it.
- Recruit and manage conference participants who volunteer to support the regional conference on-site.

Community Involvement

1. Faculty Council Representative: Some of the highlights for this coming year include: peer-reviewed research paper presentations at the regional conference, increased amounts of research/assessment grants in quantity and the amount of grant monies for the region has also increased, and we will offer a faculty dinner option at the regional conference. The Faculty Council on the national level is a strong step in the right direction to align faculty in NASPA. On the national level, Eric Buschlen is serving as the co-chair to compile the bylaws for the faculty council.

Award Recognition

1. A review of current regional awards was conducted and the following actions were proposed and voted on during the regional board meeting.
 - a. Vote on proposed award name changes (Approved)

<u>Current Award Name</u>	<u>Proposed Change</u>
The President’s Award	Outstanding Performance as a College or University President
Outstanding New Professional Award	Outstanding Performance as a New Professional
Celebration of Diversity Award	Award for Equity, Diversity and Inclusion
Mid-Level Student Affairs Professional Award	Outstanding Mid-Level Student Affairs Professional Award

- b. Vote to make the regional award nomination required letters be: the nominator letter and two letters of support only. (Approved)
- c. Vote to remove “do not have to be members of NASPA” from the award criteria for *Outstanding Contribution to Higher Education* to match the qualifications for the National NASPA award. (Approved)
- d. Vote to add “Served on doctoral committees” and “Tenured, full-time, faculty member” to *Outstanding Contribution to Student Affairs through Teaching* to match the qualifications for the National NASPA award. (Not Approved)
- e. Vote to combine *Outstanding Service to NASPA IV-East* and *Distinguished Service to the Profession* into one award called *Outstanding Service to NASPA*. Recipient will still be eligible for the National NASPA award. (Approved)
- f. Vote to develop a new regional award for Small Colleges and Universities. (Not Approved; wanted to see what the Small Colleges and Universities Division decides about an award)

2. The Awards and Exemplary Programs Co-Chairs collaborated with the national office to update the online regional award nomination form to reflect the approved award name changes and required letters of support.
3. The Awards and Exemplary Programs Co-Chairs collaborated with the IV-E Information Technology Coordinator to update the award section of the regional website with the approved award name changes and required letters of support.
4. The Awards and Exemplary Programs Co-Chairs re-wrote each award description, bullet pointing the award criteria to allow a potential nominator to quickly identify the award requirements. These revisions were also updated on the regional website.
5. The following timeline was developed for award nominations:
 - a. E-mail announcement to the Region : July 15, 2014
 - b. Reminders and Social Media Announcements: August 1 & 15, September 1
 - c. Award Nomination Deadline: September 15, 2014
 - d. Award Nomination Review: September 19-October 2, 2014
 - e. Final Award Selection: October 3, 2014
6. The Awards and Exemplary Programs Co-Chairs collaborated with the Volunteer/Graduate Intern Committee Co-Chairs to arrange for the regional conference graduate interns to serve as award nomination reviewers during 2014 awards process.

Creation of Knowledge

Knowledge Communities

- The NPGS KC is excited that two IV-E NPGS members were featured in the March 2014 Annual NASPA Knowledge Community Publication! Jenna O'Brien (University of Wisconsin at La Cross) and Sharee Williamson (Indiana University) authored "Lead, Innovate and Transform: Redefining Priorities for New Professionals and Graduate Students" (<http://apps.naspa.org/files/2014-Spring-KC-Publication-Final.pdf>)
- The NPGS KC has also featured NASPA blogs that relates to their targeted population, especially those from the GAP program, and on the Facebook page. A few blogs were authored from members within the IV-E NPGS KC .This allowed their membership to recognize for their scholarship in the organization.
- Jermaine Williams of the Assessment KC Co-published a second article in the national AER KC newsletter and is planning to co-publish a third article in an upcoming AER KC newsletter.
- Numerous Knowledge Community Representatives represented their KC's as well as the region well by presenting at the Annual Conference in March.
- To engage our members in the region about all of the exciting and refreshing KC activities/events, some of our KC Reps. will be participating in a Google+ interview that will be streamed live on YouTube for our region and beyond. This Google+ interview is tentatively scheduled for third week of July. Details are forthcoming.

Faculty/Research/Scholarship Involvement

Faculty Council Representative

- The regional conference has a formal call for proposals for research projects from both faculty and staff.
- The regional conference will also solicit grant applications for research and assessment projects. These will be awarded at the regional conference.
- Quantity of grants and amount of monies increased for the research and assessment grant program in 2014.
- The long range regional goal is to increase faculty participation through active social programming and structured research paper presentations/grants for future regional events.
- Continue to promote Faculty/Research/Scholarship Involvement through the *NASPA IV-E Outstanding Contribution to Student Affairs through Teaching Award*.

Grants/Research

Region IV-E Awards and Exemplary Programs Co-Chairs have worked with the Faculty Council Representative to include grants in the regional award publicity, nomination and selection timeline. Grant recipients will also be recognized during the NASPA Region IV-E Conference in November 2014.

Professional Development

NASPA IV-East 2014 Regional Conference

November 2, 2014 – November 4, 2014 Hyatt Regency Columbus, Ohio

- 425 participants (Anticipated) – To date registrations = 34
- Theme - The Future of Higher Education: Forging New Paths for Student Affairs
- How many sessions:
 - 2 – Pre-conference (SALT and Mid-Level Professionals Institute)
 - 60+ Concurrent Sessions
 - Chief Student Affairs Track program 1: Title IX and Accreditation Accountability, and 2: Academic and Student Affairs Collaborations, and will continue to include the graduate student/CSAO reception.
- Opening Lunch Keynote speaker = Dr. Frances Lucas (Futurist – focus on future of HE)
- Closing Brunch Keynote speaker = Dr. G. Christine Taylor, (Purdue University – focus on how diverse demographics are changing the future of HE)
- Features of the 2014 Conference that are changes from past or simply new:
 - The 2014 conference will have two significant changes from previous conferences:
 1. The conference will begin at Noon on Sunday with a lunch and keynote speaker. In past years the conference began at 5 pm with a dinner and keynote.
 2. A new feature given the change in conference opening is as follows: Sunday afternoon we will feature 4 different Knowledge Community Roundtables (75 Minutes), 4 new affinity group opportunities (120 Minutes) and 4 unique excursions into Columbus (2 are free/2 have nominal cost).

3. There will not be a keynote for lunch on Monday, but rather a focus on presenting awards, grants and case study competition winners.
4. The conference will continue to close with a brunch which will include a keynote speaker

Knowledge Communities

- The IV-E NPGS KC is supporting the committee organizing the NPGS roundtable held at the NASPA IVE conference this November. It is our hope that we create a stronger relationship for next year's conference so that the KC can be active part of the Institute.
- To increase our connection with other KC's in the region and provide additional professional development opportunities, the NPGS KC is looking to create host 2-3 (google) hangouts focused on professional development.
- Illinois Conference on Interfaith Collaboration (CO-SPONSOR)
February 28 – March 2 / University of Illinois
 - For undergraduate students and campus professionals
 - One-day pre-conference for student affairs professionals
 - Opportunity for SA pros to present and to encourage their students to participate and present
 - First formal collaboration for the KC in the region
- The new Spirituality KC regional board has considered a number of professional development opportunities including virtual reading groups with Twitter chats, regional roundtables, and regional lists of experts. The board is still in formation, so these ideas will take time if they are to be implemented.
- Actions to support Student Veteran-relevant topics at the 2014 Fall Conference- A Region IV-E Veterans KC Representative has contacted the student veteran program coordinators of schools in our region who are known to have strong programs to encourage them to submit student-veteran related proposals for our region's Fall conference in Columbus, and have obtained at least eight confirmed submissions.
- Forthcoming MMKC Drive-In Conference: Masculinities in the Intersections
 - Friday October 10th, 2014 at St. Louis University
 - Collaboration of MMKC IV-East and IV-West
 - Goal of 100 participants (80 professional staff and 20 undergraduate students)
 - Goal of 15 sessions plus luncheon roundtables
- WISA DRIVE-IN CONFERENCE
 - June 2015
 - Location: Kent State University (tentative)
- WISA Women's Coaching Seminar: Mentorship, and Sponsorship
 - *Summer 2014*
 - *Location: Chicago, IL*
- More recently at the NASPA IV-E Executive Committee meeting held on June 12 & 13, 2014 in Columbus, Ohio, the committee discussed, approved and asked for follow up info to the following KC proposals:
 - Approved with funds:

- Student Leadership Programs, KC Reps. Lisa Brown Cornelius and Eric Knueve approved to coordinate the drive-in conference on Student Leadership that will occur in June 2015.
Multicultural Knowledge Community, KC Rep. Elicia Davis approved for a book club proposal that will start at the Regional conference in November
- African American Knowledge Community, Rep. Timeka Rashid approved and carried over from 2014 budget for support of the webinar that they wish to do this fall (If NASPA allows)
- Not approved additional info/materials needed:
 - New Professionals & Graduate Student KC Rep. Sharee Myricks Williamson, contingent based on additional info from KC Rep. Once the proposal has been updated with the appropriate info it will be sent to the IV-E Executive Committee for review and consideration.
 - Student Affairs Fundraising and External Relations KC Rep. Rachelle Conley, contingent based on additional info from KC Rep. This particular KC Rep. needs to officially submit a formal funding proposal request to obtain funds. We plan to communicate this info back out to the KC Rep to begin the process.
 - Women in Student Affairs KC Rep. also submitted a funding proposal request for their Drive In conference; however, they also need to submit a formal funding request as well. We will be reaching out to him as well to share their request.

Professional Standards Division

- Bill Arnold was named the Region IV Professional Standards Division Representative position in February, 2014. He attended the national conference in Baltimore in March and participated in the Professional Standards Division meeting and the Region IV-East board meeting. He also attended the conference session sponsored by the Division to get a perspective on our effort to promote the professional standards and competency areas.
- In support of Division's goals and NASPA's mission to promote professional development, in May he submitted a conference proposal entitled "Using NASPA/ACPA Professional Competency Areas: Practical Consideration" for the 2014 Region IV-East conference to be held in Columbus, OH November, 2-4. This is a part of a continued effort to increase awareness of the professional competency areas jointly supported by NASPA & ACPA as well as an effort to hear from others about how they are utilizing the competencies to guide and inform practice.
- Similarly, on June 12th and 13th, he attended the NASPA Region IV-East Board meeting in Columbus, OH. Part of the meeting time was used to evaluate the Board's efforts toward achieving its goals, one of which is sponsoring quality professional development for members. During the discussion, he reaffirmed the importance of linking all professional development offerings (i.e. conference sessions, webinars, etc.) to the established professional competency areas. Currently, all regional conference session presenters are asked to identify the professional competency areas their session supports.

- He participated in the monthly Region IV-East executive board conference to ensure that professional standards continue to be emphasized in regional activities while at the same time identify needs within the Association that the Professional Standards Division could address.
- He looks forward to assuming a more active role as the Region IV-East representative in the coming year. It is his intent to initiate more actions in-line with the Professional Standards Division's purpose and in support of NASPA's mission, particularly in the areas of leadership, scholarship, and professional development.

Public Policy Division

GOAL	ACTIVITY	PROGRESS
Encourage & promote programs on public policy at the national and regional conferences.	Send e-mail reminders and talked to people who have presented on public policy in previous conferences.	Sent e-mails to appropriate people in the region; had three that were considering submitting proposals.
Submit program proposal for Regional conference on Public Policy Update.	Proposal submitted.	Done.
Submit materials for the IV-East "newsletter" (e-mailings) on topics of public policy 2-3 times per year to start the discussion and drive people to the NASPA PPD website.	Reviewed material from national Public Policy monthly calls and material on NASPA website on policy and research.	Need to incorporate material into e-mails from Regional VP.

Advocacy

Public Policy Division

GOAL	ACTIVITY	PROGRESS
Contribute to the Public Policy Division at the national level.	Participate in monthly calls. Write a PPD newsletter feature. Attend the NASPA national conference and participate in the PPD activities (breakfast, presentations).	Actively communicate with KC chairs; contributed feedback on surveys; provide information when appropriate. Wrote a feature in December for the main NASPA PPD site. Attended the national conference.
Contribute to Public Policy at the regional level.	Shared information from PPD calls and meeting in Baltimore with regional constituent groups (i.e. KC chairs, regional meeting re: Title IX, Dream Act)	Contacted appropriate leaders. Need to complete follow-up.