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NASPA IV-E Regional Director
Report for the March 2018 Board of Directors Meeting
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NASPA Board Action Items

NASPA IV-E is looking to create longer-range plans for finances, conference planning, and other key areas. In order to do this, a larger, board-level discussion about finances, regional association expectations with respect to finances, and how these tie back to the larger NASPA financial portfolio and plan should occur. This issue was brought up by the IV-E Region Director during the recent Regional Director call on February 5.

Leadership & Member Engagement

Regional Director – Julie Payne-Kirchmeier

The Regional Advisory Board Executive Committee held six monthly calls via Zoom platform and four 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, and a planned event for March 4, 2018, at the Annual Conference in Philadelphia, PA). 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
Monthly Conference Call	December 15, 2017	Zoom
Monthly Conference Call	January 19, 2018	Zoom
Monthly Conference Call	February 9, 2018	Zoom
NASPA IV-E Executive Board Meeting/Annual Conference	March 4, 2018 March 5, 2018	Philadelphia, PA; Marriott Philadelphia Downtown

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 was conducted in the 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, the Strategic Priorities and Goal Statements were finalized.

A member engagement strategy was created and launched at the annual conference, which was designed to provide the full Region IV-E membership with the opportunity to give feedback on the priorities and goals. The strategy included:

- Sharing the priorities and goals with the delegation at the opening session.
- Launching an on-line feedback form for members to use to share feedback directly with the board
- Push via social media outlets (Facebook, Twitter, Instagram)
- Facebook Live session in December with the IV-E Regional Director outlining the priorities and goals. Questions were taken and answered in real time, and the video posted to the IV-E Facebook page.
- In person opportunities with the Regional Director to share feedback, ideas, and concerns.

Feedback from our members was consolidated and the board reviewed this feedback during the December 2017 executive committee call. Another round of feedback was obtained and

reviewed in the January call. During this call, the Executive Committee approved the Strategic Priorities and larger goals for NASPA IV-E. The board will now focus on adding objectives and tasks to these areas. The Strategic Priorities are:

- Professional Development: Deliver vibrant and diverse professional development to serve the breadth of needs and opportunities within our region.
- Membership: Develop and implement a data-driven approach to recruitment, support, and engagement of our constituencies (corporate partners, individual members, member institutions, and non-profit partners).
- Long-term Strategic Planning: Establish a long-term strategic resource direction that is both comprehensive and flexible, and aligns with the NASPA strategic plan.
- Inclusion and Equity: Actively champion and create spaces, resources, and programs for professionals in underrepresented communities, in all functional areas, and at all stages of their career.

A copy of the Strategic Priorities with corresponding goals is attached to this report.

Additionally, for longer-range goals, workgroups will be assigned and more work done during the Executive Committee meeting in March at the annual conference.

Past Regional Director – Kimberlie L. Goldsberry

Through Kimberlie's hard work, 11 individuals submitted their information for consideration via the 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 was set up to review, discuss and select candidates that were 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 were forwarded to the national board for review and voting. Three candidates were moved forward; one individual had to withdraw from

consideration as he was invited to join a different national board. The two candidates submitted and approved by the NASPA Board of Directors were:

- Dr. Danita Brown Young, Vice Chancellor for Student Affairs, University of Illinois (IL)
- Dr. Michael Anthony, Vice President for Student Affairs and Enrollment Management, Rochester Community and Technical College (MN)

We are pleased that these two long-time NASPA IV-E leaders were willing to step forward. We are also pleased that Dr. Brown Young has been elected to the NASPA IV-E Regional Director-elect position.

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 212.15% since March 2017, with 4,779 followers (up from 1531 the previous year)
 - Increased Facebook engagement by 31.04% since March 2017, with 1220 followers, (up from 931 the previous year)
 - Continued to engage with members via the IV-E Instagram account, with 241 followers and 125 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.
 - Appointed a new Web Design/Graphic Design coordinator to the IV-E Communications Team.
 - Created regional email address: 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. A member engagement plan for the annual conference in Philadelphia is being developed, and will begin two weeks prior to the conference.

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. Annual Conference Meeting expenses cleared by our January 2018 conference call. We are still waiting the final information from NASPA office concerning final numbers and assessment from the 2017 annual conference.

Additions to the budget were approved by the Executive Committee to allow for logo wear for the full advisory board in time for the Regional Conference, and to send our Historian, Peggy Burke, to the NASPA archives a second time to obtain materials for the IV-E History and to assist with the 100 Year Anniversary research.

Matt has also been appointed to the long-range financial strategy team for IV-E.

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 set 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 had a presence at our annual conference in Detroit, with DipJars available for easy donation. The region also did “Flash Matching” where a senior member of IV-E agreed to match donations by delegates – at a specific event a dollar amount set by the member. We did this three times at the regional conference in Detroit, and will continue to incorporate this approach at future meetings.
- NASPA IV-E is currently
- Niki and Sidney are also appointed to the long-range financial strategy team for IV-E.

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 had 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 representative, an Assessment Coordinator, two State Membership Coordinators, and additional Knowledge Community representatives.

Development Coordinator – Mike Stang

NASPA IV-E has decided that the Development Coordinator will be a part of the Conference Planning Committee and manage, along with the conference co-chairs, information associated with any sponsorships for the regional conference. The Development coordinator will also work

with KC representatives and Division Representatives on any sponsorship needs for drive ins or other events.

Mike has also been appointed to the long-range financial strategy team for IV-E.

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.

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. Melissa will be actively working with the Community College Division on creating a Community College Institute in the IV-E Region.

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. This was also shared at the NASPA IV-E Regional Conference in Detroit. Scott has also submitted a blog post on behalf of IV-E to the Professional Standards Division.

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. Timeka has now been on boarded with the Professional Standards Division.

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.

Meg is currently looking at the criteria for each award category to see if adjustments can be made so that we are more inclusive of Community College and Canadian members. Some ideas may require discussion at higher levels; we will keep the NASPA Board informed. Meg will also serve as a member of the 2018 Conference Planning team.

Membership Coordinator – Josh Hengemuhle

- Membership in the region is at 2,468; up 8.6% from the prior Board report number of 2,273. 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
- Josh will soon be trained on the new membership dashboard, as will the state membership coordinators. All are looking forward to better and more consistent access to data.

Graduate Student Representative – Tom Fritz

Tom worked 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. Tom is also working with our Faculty Division rep, Amy French, on ways that graduate students can potentially connect with faculty. Tom is also

working on a graduate student reception for IV-E graduate students attending the annual conference in Philadelphia, to be held in the regional suite.

SSAO Representative – Michael Anthony

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

Historian – Peggy Burke

Peggy visited the archives for NASPA in late January/early February to conduct additional research on the NASPA IV-E history. She will go back again with the historians from the other regions and finish her work.

Knowledge Community Co-Coordinator – Andrew Pollum and Jaymee Lewis-Flenaugh

KC Co-Coordinator Engagement

KC Representative position recruitment: As the role of the KC Co-Coordinator 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-Coordinator are working to ensure this occurs. Additional appointments have been made over the past three months, and feedback is being provided to the national KC Coordinator about how the process is moving forward.

Jaymee and Andrew held Knowledge Community Representative Team meetings via Zoom in June, August, September, October, December, January, and February. 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 were organized and coordinated cooperatively between our KC Representatives and Conference Planning Team for the Regional Conference in Detroit. They include:

KC Representative(s) Name	Knowledge Community	Dinner Social Site
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 – Bernard Little and David Strauss

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

- We had 320 attendees at the 2017 Regional Conference in Detroit.
 - 19 undergraduate students in SALT
 - 17 Canadians registered for the conference
 - Have about 50% first-time attendees for this year’s conference
 -
- A primary goal for the conference was 24/7 engagement, and this was achieved very well. Additionally, the conference utilized an “all local” approach, and Wayne State University was very generous in their sponsorship of key receptions, hosting of pre-conference events, and hosting our summer meeting and meals.
- We started this conference with 2 educational sessions and then moved into the opening session/reception at the Charles H. Wright African American Museum.
- Keynote speakers were exceptional. They included:

- Dr James L. Moore, III, Interim Vice Provost for Diversity and Inclusion and Chief Diversity Officer, The Ohio State University
- Dr. Sue Borrego, President, University of Michigan - Flint
- Dr. Jeffrey R. Docking, President, Adrian College

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

November 10-13, 2018 (Conference 11/11 – 11/13) – Pfister Hotel, Milwaukee, WI

- Milwaukee, WI, will be the site of the 2018 Conference.
- Contract has been signed to host the conference at the Pfister Hotel in Downtown Milwaukee.
- The theme for the conference will be “100 Years of NASPA” in alignment with the 100 anniversary year, and honoring that NASPA began as an organization in the IV-E region.
- A conference planning team has been formed, and their first meeting will be Friday, February 16, 2018.
- Summer Meeting/Site Visit- May 31-June 1, 2018
- Meeting with RD/Chief of Staff/Treasurer to discuss various points of conference planning

2019 IV-E Conference

TBD – the Executive Committee discussed preliminary locations. Final determination of a city location will be made in March, and then co-chairs recruited and appointed. We will then engage with Experian to begin looking at options for host sites.

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.

Knowledge Communities	KC Representatives	Professional Development & Events
Adult Learners and Students with Children		Creating an online module about how to work with Adult Learners. The hope is to offer the modules to any interested party

	Jose Marroquin	
African American Concerns	Janelle Love	<p>Would like to host drive-in conference that focuses on the personal and professional needs of African-American administrators within our region.</p> <p>Hosted a webinar on moving up in the field with two AVPSA in the region. You can view the webinar here: http://bit.ly/2n8XkSu</p> <p>Started a monthly recognition program for Black SAPros and Grad</p>
Latinx	Tabatha Cruz	<p>Encourage membership to submit proposals for the Regional Conference on Latinx/a/o/ student success</p> <p>Hosted an in-person meeting for the leadership team at the Regional Conference</p>
Multiracial	Danielle Martinez	<p>Participated in planning and implementing KC specific programming (e.g. Pop up museum, Featured Speaker) during the NASPA Annual Conference.</p> <p>Tabled at KC fair, presented KC session, and hosted reception at the Regional WE conference.</p>
New Professionals & Graduate Students	Jasmin Robinson	<p>Added a Master Class Coordinator to our leadership team</p> <p>Planning to host a KC meetup at NASPA IV East regional conference</p> <p>Posts ongoing articles in FB group impacting Student Affairs and Higher Education</p> <p>Upcoming Master class February 9 from 1-2pm CST</p> <ul style="list-style-type: none"> • Title: "So you think you can dance? Job searching can be a delicate ballet or fiery tango", topic will cover jobsearch season (how to prepare, interview techniques, follow up , etc.)

Socioeconomic & Class Issues in Higher Education	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 kick-off podcasts soon and I'm hoping to be the coordinator of at least 1
Technology	Courtney Jarrett	Working on ideas for the Regional Conference in November
Veterans	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
Fraternity & Sorority	Kristen Kardas	Hosting a pre-conference program at NASPA National Conference for VPSAs as a "Greek 101" for those who have F/S in their portfolio but may not have experience in the functional area FSKC Cookies & Conversation Reception at National Conference on Monday Mar 5 at 4 PM in Marriott Downtown Franklin 1
Women in Student Affairs	Eboni Turnbow	WISA Drive-In Conference June 2, 2017 @MSU

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

- *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*

At the regional conference, three delegates presenting on API Desi issues had a very negative experience when no attendees attended their session, and then some came into the room and took chairs out of the room. This experience was highlighted on social media. The IV-E Regional Director, Conference Co-Chairs, and KC Coordinators all reached out to the three individuals in question, and the Executive Committee had a conversation about how to avoid situations like this from happening in the future. We will review all of our processes and policies, including program slating and locations, via a power analysis to develop inclusive practices for conference planning and experiences in the future. IV-E also expresses our support to Kevin Kruger, NASPA President, and Ajay Nair, Chair for the Equity, Inclusion, and Social Justice Division, for their support and outreach as well.