



Jerrid P. Freeman
Regional Director, IV-W
Report for the July 2017 Board of Directors Meeting
June 20, 2017

NASPA Board Action Items

1. Additional clarification for the Regional KC Rep application, appointment, and approval process.
2. Develop clear expectations for how KCs will be evaluated, standards for each KC, and standard requirements for Regional and National KC Reps.

Leadership & Member Engagement

- **KC Activities**
 - Student Athlete KC - Developing awards for the KC, and looking at methods for fundraising.
 - Asian Pacific Islander KC - Submitted a blog, participated in the NDSU Critical Conversations diversity conference, are creating a database of API focused diversity offices in the region, will have a dinner and API “check-in” with members at the fall 2017 conference.
 - Indigenous Peoples KC - Co-published an article in the Annual KC Conference Publication on Indigenous Protocol Practice.
 - External Relations & Fundraising KC - Working with other regional counterparts to plan a conference proposal at the fall 2017 conference.
 - Sorority & Fraternity Life KC - SFL had a pre-con for SSAO’s at the national conference, contributed to the conversation on AFA and NASPA partnering to benefit members, and working on a program proposal for the fall 2017 conference.
 - Multiracial KC - had a pre-con at the NASPA national conference on “re-defining race-based narratives” and was on the planning committee, participated in the Family Photo narrative that turned into an iBook, partnering with Gender and Sexuality and New Professionals and Grad Students to do a webinar on intersectionality, wrote a blog in February titled “She looks like you,” on the MultiRacial planning committee at KSU for a series of programming topics and panel discussions.

- Student Career Development KC - created an email for the KC (naspa4weststudentcareerdevel@gmail.com) and created a SCD Facebook group
 - Men & Masculinities only had one conference call in the spring with the National Chairs, so it's hard for our rep to be involved, when the National KC Chairs aren't active.
- **Member Engagement**
 - State Membership Coordinators have collaborated to produce an opinion piece for each monthly regional newsletter.
 - Making contact with institutions without NASPA memberships.
 - Making contact with VPs and Chairs of higher education programs to promote NASPA benefits student affairs divisions, faculty, and graduate students.
 - Developed recruitment email for open State Membership Coordinator positions. Recruitment email targeted states with vacancies at the position.
 - Promoted articles and NASPA events through NASPA state Facebook pages.
 - Developed membership PowerPoint that can be used for any conference, event, or presentation.
 - Membership Coordinator involved on ad hoc committee for planning quarterly "Critical Conversations" calls for regional members
 - Josh Alvarez will serve as a panelist for the July critical conversation.
 - Josh Alvarez outreaching Canadian members to inquire about a State Membership Coordinator in the provinces and to promote the regional conference.
 - Connecting with statewide student affairs organizations
 - All state membership coordinators have created state Facebook pages and are posting regularly about issues that affect their state, important NASPA regional and national announcements, etc.
 - State Membership Coordinators collaborated with professional development conferences within their state to promote NASPA.
 - Reaching out to statewide higher education/student affairs organizations for further collaboration.
 - Each month, tracked trends in membership for each state.
 - Monthly newsletters highlighting all areas of NASPA IV-W have continued and were distributed all months in 2017.
 - NASPA IV-W continues to increase social media outreach for the following platforms: Facebook (781 likes), Twitter (1,247 followers), and LinkedIn (59 members).
 - **Finance**
 - New Coordinator of Finances and Corporate Sponsor Liaison have been named.
 - 2017 Regional conference budget and schedule approved during Summer Advisory Board meeting. Anticipating 278 registrants, with \$73,646 in revenue and \$72,354 in expenses.

- 2017-2018 Regional budget (\$45,456) approved during Summer Advisory Board meeting. Budget includes several new initiatives: regional spring event hosted at a campus, summer cabinet retreat, and a regional version of NASPA SERVE.
- **Professional Standards**
 - Continue to work with work group to provide information and outreach to regional members. We are planning webinars, blog posts and information sessions, which are centered on topics that are represented in the Professional Standards work group of Region IV West and will occur in 2017-2018.
 - Actively engage members through the monthly Blog.
 - Actively engage members through various presentations at the fall Regional Conference.
 - Seminal Document being updated nationally.
 - We are in the process of selecting Professional Competency Areas for each board position and will place 2-3 competencies in each job description.
 - 2017 June Will be providing blog post for James E Scott Academy
 - Develop webinars will be conducted in the Region for spring 2017. One will center on Public Policy and the other on Research and Faculty.
- **Award Recognition**
 - In 2016 NASPA IV-W received 83 nominations for 2016 NASPA IV-W awards (increased by 11 nominations compared to 2015). The goal for 2017 is 90 nominations, with all eligible awards being presented at the 2017 Regional Conference.
 - As a Region, we have obtained our NASPAgives goals every year. This year our NASPAgives goal is set at 100 Participants and \$18,000, slightly above what we were able to obtain last year. A social media campaign occurred in May to push the region toward its goals, with additional outreach planned for June. As of May 31, progress toward goals were as follows: 90/100 donors and \$15,316/\$18,000. Working hard to meet our Foundation goals as we fell behind this year in our efforts. More personalized efforts with the board specifically.

RD Elect

Legislation for the Region IV-W SERVE Academy was presented and voted on at the Summer Regional Board meeting. The legislation passed; Brett Bruner, Fort Hays State University, has accepted the inaugural position. The submitted legislation is below.

Overview:

Creating mentoring, connection & involvement opportunities for rising leaders within the NASPA-IV-W Region. Supports the 2015-2018 NASAP Strategic Plan Goals / Objectives 1.1, 1.3, 1.4, 4.4, and 5.5.

Description:

It is our role as an Association to help our members feel a connection to the region and the Association; a sense of belonging and purpose for their membership. The SERVE (Supporting, Expanding and Recruiting Volunteer Excellence) Academy was recently developed at the National level for mid-to-

senior level professionals

(https://www.naspa.org/images/uploads/main/NASPA_SERVE_Overview_Final.pdf). This legislation creates a version of the SERVE Academy at the Regional level to further engage our members in a mentorship program while creating a new pipeline and succession plan of leaders.

- The Regional SERVE Director works closely with the Board to create sessions & experiences for participants. The Regional SERVE Director position will be posted on Volunteer Central.
- The SERVE member application will be posted online; selection will be based on responses to questions such as:
 - What are your aspirations for volunteer involvement with NASPA, and how do you see this program helping you to achieve those goals? (Mirrors National application)
 - What do you see as a member's role in a regional/national association?
 - What is your leadership philosophy and how have you exemplified these qualities in your work, community, etc.? (mirrors national application)
- Current and past Regional Board members will assist as SERVE mentors; each participant will be paired with a Regional mentor.

The first Region IV-W SERVE session will be a small class (10-15 members) who meet monthly via Zoom with sessions surrounding:

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| ○ Now - November '17: | Development & Recruitment; Selection |
| ○ December '17: | Orientation: Welcome & getting to know each other |
| ○ January '18: | NASPA history, mission, & vision; NASPA strategic plan & major projects |
| ○ February '18: | NASPA IV-W Board membership & roles; Regional membership |
| ○ March '18: | NASPA IV-W strategic plan; NASPA IV-W budget & finances |
| ○ April '18: | How do members tie into the larger Regional & National picture? Key HE issues |
| ○ May '18: | No session; connections with Regional mentor |
| ○ June '18: | Involvement, balance, & accountability—what is expected as an association leader |
| ○ July '18: | Board member “shadowing” and assistance; class project |
| ○ August '18: | No session; connections with Regional mentor |
| ○ September '18: | Class project in support of a Regional or National strategic priority |
| ○ October '18: | Class project; Recruitment of next class |
| ○ November '18: | Past class: Attendance & presentation at fall Regional conference |

Requested:

Therefore, the addition of a Regional SERVE Director to the Board (or co-Directors) is requested, for a 3-year appointment. The program will be evaluated at the conclusion of each class; at the close of the 3-year period, the program as a whole will be evaluated, with a determination to be made at that time to continue or terminate the program.

Additionally, financial support of up to \$1500 / year is requested to develop the program, added as a budgetary line item. Funds may be used for technology, meeting logistics at fall conference site, recruitment, and / or other purchases deemed necessary by the Regional SERVE Director.

Professional Development & Events

KCs

- Summer Board Meeting (May 25 & 26) - Planning for fall conference events (Trivia Night and KC Mini Presentations)

RD Elect

Ryan Gove, University of Kansas Medical Center, & Cassie Gerhardt, University of North Dakota, have accepted the roles of 2018 Regional Conference Co-Chairs. Shana worked with Experient to find hotel sites in three locations: Kansas, North Dakota, and Wyoming. The Board reviewed the information at our summer board meeting and selected the Wichita Marriott in Wichita, KS as our hotel site for the 2018 conference.

Shana drafted legislation that creates a conference rotation schedule, hitting most of the states in our region in an intentional, scheduled manner. This legislation will be discussed by our Cabinet in future months & voted upon at the fall regional meeting.

Region IV-West Summer Board Meeting

May 25, 2017 – May 26, 2017 ◊ Embassy Suites, University of Nebraska, Lincoln, NE

- Cabinet & Board Members, to include Knowledge Community Chairs attended.
- Pre-meeting sessions were held by the conference committee, including a tour of the University's football stadium as a possible conference site location.
- Instead of Region IV-West's typical common book read, staff members from the University of Nebraska recreation department conducted icebreakers & teambuilders for the group.
- Key pieces of legislation / discussion included future conference site discussions, the Regional SERVE legislation, and discussion on national & regional legislations regarding the Knowledge Communities.
- We recently passed legislation and adjusted the Regional org chart to include a position to organize the Critical Conversations Webinars minimally four times a year and the spring event for the region.
- Approved the Lincoln conference budget and the regional annual budget to include all new regional initiatives.
- Created the infrastructure to do a better job of marketing all the events happening all over the region to our membership for professional development.

Optional Other Reports - Advocacy & Scholarship *(not required)*

- We just completed our yearly grant application process and had 12 stellar applications for the \$1,000 worth of research support funds. This interest and number of applicants has been

continuously increasing, which is a great thing considered this project has been a slow fire over the past 6 years.

- We have worked to partner with other state associations more effectively as well and the RD will attend the Kansas State Organization meeting. We also designed their logo and trying to partner more effectively to benefit out membership.
- We also plan to have the MIAA VPSAs meeting at the Lincoln conference in November while the Missouri VPSAs attended the St. Louis conference last year.