



Shana Warkentine Meyer
NASPA IV-W Regional Director
Report for the July 2018 Board of Directors Meeting
Submitted June 6, 2018

NASPA Board Action Items

None at this time.

Leadership & Member Engagement

Regional Director – Shana Warkentine Meyer

The RD position successfully transitioned from Jerrid Freeman to Shana Meyer at the Annual Conference in March of 2018. Since that time, the Region IV-West Advisory Board Cabinet has met monthly to discuss expectations, strategic planning, goal setting, and more! The dates and locations were as follows:

Regional Advisory Board Meetings		
Cabinet Meeting	March 4, 2018	Philadelphia, PA
Advisory Board Meeting	March 4, 2018	
Regional Business Meeting	March 5, 2018	
Cabinet Meeting	April 13, 2018	Zoom
Cabinet Meeting	May 10, 2018	Zoom
Joint Summer Business / Conference Committee Meeting	May 31-June 1, 2018	Wichita Marriott, Wichita, KS

In late May 2018, over 50 Region IV-West Student Affairs professionals met in Wichita, Kansas to plan the fall 2018 conference on-site at the Wichita Marriott and to develop plans for the future of the Region. In a snapshot, the Region IV-W Advisory Board:

- Reviewed Board member expectations and outcomes
- Heard “Big NASPA” updates, including information on grant work, the inaugural TPE onsite in Denver Colorado, July 6-7, 2018, and Fraternity / Sorority Life Town Halls & Summits

- Student ARC: <https://studentarc.org/>
- Center for First-Generation Student Success: <https://firstgen.naspa.org/>
- Institutions' Use of Data and Analytics for Student Success: https://www.naspa.org/images/uploads/main/DATA2018_DOWNLOAD.pdf
- Finalized our 2019 conference location in Fargo, North Dakota
- Discussed purchasing projectors for our region to cut participant costs for regional conferences
- Reviewed the 2020 Memorandum of Understanding (MOU) with Region IV-E for a joint 2020 regional conference in Chicago, IL
- Approved the schedules for the fall 2018 regional conference & Mid-Level Institute (MLI), as well as rates
- Balanced and approved our Regional 2018-2019 budget
- Connected the ACPA / NASPA Professional Competencies to our Regional Board position descriptions

As part of my RD Platform, I wanted to create a Regional SERVE Academy to help in the creation of a pipeline of new leaders for the region, who are connected and informed as to role expectations and unique needs of a Region. Dr. Brett Bruner (Fort Hays State University) was selected as the SERVE Coordinator. We have had great response, with 8 Regional SERVE Academy participants from 5 different states across the Region participating in the inaugural cohort. Participants have participated in 6 monthly Zoom learning sessions covering such information as:

- History & Vision of NASPA
- Understanding the Regional Structure & KCs
- Regional Finances
- Regional Strategic Plan
- Understanding How Members Support the NASPA Picture Nationally and
- Balancing Your Work Responsibilities & Your NASPA Volunteer Roles

In addition, participants have met monthly following each Zoom learning session with their Regional SERVE Mentor, discussing questions that were related to the monthly Zoom learning session.

What's coming next for current participants:

- Beginning in July, the cohort will begin deciding their cohort project to serve NASPA Region IV-West. This project will be designed & implemented prior to the Region IV-West Conference in October.
- The inaugural cohort will be recognized at the Region IV-West Conference in October in Wichita.

Outcomes:

Since beginning the Regional SERVE Academy, cohort members have recently been selected and begun service to NASPA in the volunteer leader roles:

- New Website Coordinator for NASPA Region IV-West
- 2018 NASPA Hill Days Participant

- 2018-2019 Collaborations Team Leader for the NASPA Student Leadership Programs Knowledge Community
- 2018-2019 Communications Co-Chair for the NASPA Women in Student Affairs Knowledge Community
- 2018-2019 Online Coordinator for the NASPA Community Colleges Division
- 2018-2019 Webinar Coordinator for the NASPA Civic Learning & Democratic Engagement Knowledge Community
- 2019 NASPA International Symposium Co-Director

Timeline for the next class:

- Applications recruitment launched on June 1 with applications closing on July 15 to announce by August 1. We already have 2 applications.

Past Regional Director – Jerrid Freeman

The past Regional Director has begun preliminary conversations with candidates for 2020-2022, as elections will occur this fall/winter. Jerrid supports the current regional director and other board members, asking important questions and providing information for context as needed.

Communications Coordinator – Shannon Breske

The Communication Team has filled all positions and are excited to work together. The team will work to develop a full communication plan to guide the next twelve months.

- The full team met through Zoom for first meeting and training session
- All members trained on NASPA engagement portal and social media accounts
- Monthly newsletters highlight all areas of NASPA IV-W. Each newsletter publishes eight blogs written and distributed via the monthly newsletter and on social media.
- NASPA IV-W continues to increase social media outreach for the following platforms: Facebook (888 likes), Twitter (1,224 followers), and LinkedIn (58 members).
 - Created an Instagram account (196 followers)
- Working closely with regional conference committee to ensure timely email, website, and social media timely communication to all regional members.

Awards- All regional awards names/criteria/process are aligned with NASPA award process. The timeline for award nominations will be Monday, April 23, 2018, through Friday, June 8, 2018, with an additional 1-week window extension timeframe should that be needed.

Coordinator for Regional Finances – Brent Marsh

Brent Marsh, Coordinator for Regional Finances, completed first year of two-year term in March and began formally recruiting for a Coordinator-elect position that would shadow him from March 2018-2019, and then commence their two-year term running March 2019-2021. This is a new initiative the IV-West Cabinet is attempting for several positions to enhance leadership transitions. Goals for the year include successfully managing the Region's conference and operating budgets in order to keep the Region strong financially while also providing maximum benefit to our members.

- 2018 Regional conference budget and schedule approved during Summer Advisory Board meeting. Anticipating 429 registrants, with \$101,000 in revenue and \$ 99,696 in expenses.
- 2018-2019 Regional budget (\$41,456) approved during Summer Advisory Board meeting.

Corporate Sponsor Liaison

- Teresa Clunch, Corporate Sponsor Liaison, completed first year of her term with great success. The region exceeded its budgeted sponsorships revenue goal (\$15,000) by generating \$15,500 cash and another \$7,060 in in-kind donations through generous partnerships with 13 organizations. Goals for the year include maintaining existing sponsor relationships while cultivating new ones in order to meet and exceed budget goals for the Region's conference.

Foundation Ambassadors

- Foundation Ambassador Sara Mata rolled off the board in March and a search was launched for her replacement. In late May, Mary Alice Serafini agreed to serve as a Foundation Ambassador through March 2020. Goals for the year include recruiting a replacement for David Adams when his term expires and to continue cultivating member giving at all levels with particular focus on the Emerald and Diamond categories as NASPA celebrates 100 years.
- The 2017-2018 #NASPAgives goals for IV-West remain the same at \$18,000 and 100 donors, but for this year we designated the first \$500 award for research grant(s) and the second \$500 for graduate student travel support to attend the regional conference. As of May 17, 2018 we have realized 88 donors and \$15,901 in contributions. We are not receiving updates from the national office as frequently as before regarding #NASPAgives, and this has proven to be a difficulty with respect to timely communication with our Region's board and membership.

Professional Standards– Keegan Nichols

The Professional Standards Team Members are:

- Ali Moss <Ali.Moss@du.edu>; Graduate Student Representative
- Amy Pennington <apennington@atu.edu>; Research Coordinator
- Dr. Brett Bruner; blbruner@fhsu.edu; Public Policy Division Chair
- Dr. Carrie Petr; carrie.petr@doane.edu; Small Colleges and Universities Chair
- Dr. Jim Williams; jwilliam@emporia.edu; Senior Student Affairs Representative
- Dr. Thomas Lane <ThomasLane@missouristate.edu>; NUFP Chair
- Dr. Michele Smith <MDSmith@missouristate.edu>; Faculty Liaison
- Richard Monroe <Richard.Monroe@mckc.edu>; Community College Representative
- Emily Cook, ebcook@uark.edu, NUFP Undergraduate Student

Community Colleges Division

- Community College Symposium for NASPA IV-West: We are meeting on May 23 via Zoom to discuss the potential of hosting the Symposium at the Community College of Aurora for the upcoming academic year.

Professional Standards

- Filled all board positions.
- Collaborated with Dr. Brett Bruner to assign competencies to each board position as starting place.
- Monthly Professional Standards Group meetings for Region IV-W team are scheduled.
- Attend monthly Professional Standards meetings for national-level.

Small Colleges and Universities

- The SCU community is very active at the national conference with sponsored sessions, town halls, and networking events, all of which are coordinated by those of us on the SCU Board.
- Coordinated and moderated Region IV-W mid-level professionals' session, which was a panel discussion on crisis & behavioral intervention.
- SCU advisory group has a plan to do a webinar on Title IX in small school settings, but we are waiting for new guidelines from ED before doing so. We anticipate hosting the webinar yet this year.
- Attended all the SCU things to rep our region.

NUFP

- The NUFP Coordinator participated in three application review cycles for selecting NUFP fellows for Region IV-W. Currently there are 30 NUFP fellows participating from Region IV-W.

Membership Coordinator – Josh Alvarez

Member Engagement

- Reviewed and renewed goals in the NASPA IV-W Advisory Board Scorecard.
- 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 institutions about NASPA institutional membership renewals. 126 institutions renewed their membership and 6 memberships lapsed this past year.
- 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 state NASPA Facebook pages.
- Developed membership PowerPoint that can be used for any conference, event, or presentation. Updated PowerPoint as needed with addition of new Knowledge Communities and new board members.

Membership

- Regional Membership Coordinator and State Membership Coordinators meet monthly to provide updates, check-in with each other, and discuss legislation or new ideas to engage members.
- Updated Regional Membership Coordinator, State Membership Coordinator, and Member at-large position descriptions to fall in line with NASPA Core Competencies.

- Membership Coordinator involved on ad hoc committee for planning quarterly “Critical Conversations” calls for regional members.
- Josh Alvarez served as a panelist for the July critical conversation.
- Josh Alvarez continued outreaching Canadian members to inquire about a State Membership Coordinator in the provinces and to promote the regional conference.
- Josh Alvarez created a Wyoming Facebook page in efforts to inquire about a State Membership Coordinator and to promote NASPA and the regional conference.
- Josh Alvarez worked to fill vacant State Membership Coordinator positions.
- Connecting with statewide student affairs organizations regarding professional development opportunities.
- 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, professional development articles/research, etc.
- State Membership Coordinators collaborated with professional development conferences within their state to promote NASPA (i.e. KSAC Drive-In Conference).
- Reaching out to statewide higher ed/student affairs organizations for further collaboration.
- Each month, tracked trends in membership for each state.
 - As of 5/16/18, Region IV-W has 1,272 total members

Knowledge Community Co-Coordinators – Veronica Riepe and Kaitlin Wimmer

Recruiting/Filling KC Rep positions

- This continues to be a challenge working with some of the National Chairs. Many are well versed and things are smooth, but others lack the knowledge they need to make this an easy process. Numerous trainings have been offered and specific stumbling points have been covered multiple times, yet there are still problems.
- We only have 7-8 spots left to fill, so hopefully we can get that done this summer.

KC Rep Engagement

- We have created committees within the KC structure led by 2-3 veteran KC Reps:
 - Trivia Night committee—Danielle Bristow, chair, Charles Keefer, LaDonna McCullough
 - KC Mini Presentations—Laura Atherton, chair; John Howe, Jenn McDannold
 - KC Professional Development—Amy Sellers & Amy Molina
- Those listed above were more than happy to volunteer to help and have done lots of small things to help us prepare for our summer meeting in Wichita. Each of them will have time to talk with the Reps during our KC Time in Wichita. They will educate the Reps what they need to do in preparation for the Fall Conference, timelines, and explain the work of their committee as well as recruit additional committee members.
- Monthly KC Rep Zoom conference calls are being scheduled. Our first call is Friday, May 25 at 11am to prepare them for our summer meeting in Wichita.
- KC Reps are brainstorming ways to further educate the Regional Membership regarding various KC activities by reaching out to members of their respective KCs in the region to see how the KC Reps can best serve them.

Professional Development & Events

NASPA Community Colleges Online (NCC Online)

Third Thursday of every month, 2018-2019 | Online

- Live briefings , with upcoming topics to include: Civic Learning & Democratic Engagement: A Community College Perspective; Supporting Students Through Veteran & Military Support Services: NASPA: Professional Development & Submitting Program Proposals; Student Engagement; Community College Pathways to Student Success; Careers in Student Affairs; Issues Impacting Latinx Students & Student Affairs Professionals in Community Colleges; Food Insecurity, Housing Insecurity and Emergency Aid; Strategic Enrollment Management; Assessment; Navigating Your Career at a Community College; and Mental Health & Self-Care
- <https://www.naspa.org/constituent-groups/institutions/community-colleges-division/initiatives/naspa-community-college-online-series-ncc-online>

Meeting of the Minds / Partners in Prevention; Region IV-W Spring Conference BACCHUS Initiatives of NASPA

April 5-6, 2018 | Kansas City Airport Hilton, Kansas City, MO

- Keynote speakers included Dr. Lori Hart, Director of Education Initiatives for Holmes Murphy Fraternal Practice; Peter Lake, professor of law, Charles A. Dana chair and director of the Center for Excellence in Higher Education Law and Policy at Stetson University College of Law; Sean Marz, Alive & Well Communities; Carey Portell; Holly Rider-Milkovich, Senior Director for Prevention Education, EVERFI; Joseph Richardson, Esq.; and Dr. Sally Spencer-Thomas, clinical psychologist & impact entrepreneur

Impact Summit: College Student Mental Health Conference

May 2, 2018 | Missouri State University, Springfield, MO

- This conference was co-sponsored by NASPA IV-W as an ongoing initiative for spring professional development opportunities for our regional members.
- Keynote speakers included Kevin Hines, brain/mental health advocate, bestselling author & documentary filmmaker; Alison Malmon, Founder & Executive Director of Active Minds, Inc; and Mike Veny, mental health speaker and high-energy drum circle facilitator

Region IV-W Joint Conference Planning Meeting: "Reflection Inspires Our Future" & Advisory Board Meeting

May 31-June 1, 2018 | Wichita Marriott, Wichita, KS

- Total of 50 attendees
- Plans are currently underway to have a NUPP Institute be part of the 2018 NASPA IV-W Fall Conference
- SSAO submitted proposal for SSAO/AVP Pre-Conference
- MLI schedule and budget approved by Regional Advisory Board
- Fall regional conference schedule and budget approved by Regional Advisory Board