Requested Action Items

None at this time

Leadership & Member Engagement

- **Advisory Board/Division/KC Activities**
  - Trivia Night - Plans are underway for the combined event of Trivia Night (4W) and KC Fair (4E). This event will take place at the regional conference and include a long sleeve t-shirt give-a-way, light snacks, a trivia event with NASPA bookstore gift certificates for the top three teams, and a KC fair during breaks in the event. This event will take place on Tuesday November 15th at 830pm in the Grand Ballroom A/B.
  - KC Mini-Presentations - KC Mini-Presentations are 8-10 minute presentations by both the 4E & 4W KC Reps. Reps will discuss the purpose of their KC, ways to get involved, and current trends or methods of engagement with the KC. These sessions will be during program session 7.
  - NASPA KC Structure Feedback - Both KC Coordinators participated in a feedback session on October 31st to discuss KCs participation in the strategic plan for NASPA, KC structure and reporting, and overall program effectiveness.
  - R4W KC Openings - Regional openings for KCs have fluctuated between 3-5 openings with 8-10 more anticipated within the next three months.

**Member Engagement**

**Finance**

- #NASPAgives campaign launch at the Regional Conference
- Creation of and board vote on Travel Assistance Form and process.
- Creation of and board vote on the Professional Development Assistant Program and sustainable financial resource.
Professional Standards

- Presentation of the Professional Standards update with PowerPoint slides provided by National group.
- Monthly conference call with all members of the Professional Standards workgroup in Region IV-West
- Monthly cabinet conference call for Region IV-West
- Monthly conference call with National Professional standards division
- Monthly conference call with James E Scott Academy Advisory Board
- Monthly contributions to the regional SKIMM from all areas of Cabinet
- Progress toward NASPA IV-West Strategic plan with calls to each division chair
- Shared updates and information on the new professional competencies and usage at various board meetings and phone calls
- Contributions to National Professional Standards calls and news information
- Working on creating professional competencies for each board position in region

Membership

- Membership Coordinator involved on ad hoc committee for planning quarterly “Critical Conversations” calls for regional members
- Rodney Bates, Oklahoma Membership Coordinator, and Myron Pope, Member At-Large, have been involved as panelists on each of the calls
- Tiffany and Josh outreaching to Canada member institutions to try and rev up involvement there
- Myron working on communications plan to increase involvement from states and institutions membership and involvement has been lacking.
- Connecting with statewide student affairs organizations

Communications

- Monthly newsletters highlighting all areas of NASPA IV-W created and distributed to all regional members.
- Increased social media outreach for the following platforms: Facebook (increased by 95 likes), Twitter (increased by 49 followers), and LinkedIn (increased by 27 members)

Award Recognition

- Received 83 nominations for 2016 NASPA IV-W awards (increased by 11 nominations compared to 2015).
- Will present 37 awards at the 2017 NASPA IV-WE Regional Conference (increased by 7 awards compared to 2015).

Professional Development & Events

Region IV West Summer Board Meeting

June 2016 ø Hilton, St Louis, Mo
All areas in the professional standards division were represented at the summer board meeting. Long workgroup meetings on strategic planning and incorporating professional competencies. Discussed how each workgroup member would incorporate a professional competency into their reports and presentations at regional fall conference.

**Joint Regional Conference for R4W and R4E: In the Heart of it All**

*UPCOMING EVENT*

November 15, 2016 – November 17, 2016 @ Union Station, St Louis, MO

- Number of anticipated Attendees 700+

**Critical Conversations**

- **August 5, 2016**: SAPRO’s discuss maintaining professionalism while supporting student social activism. Approx. 40 attendees
- **October 19, 2016**: Balancing professional and personal perspectives. Approx. 50 attendees

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

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. We have a special initiative to bring additional awareness to the Diamond Club at the upcoming Fall conference.

Sponsorship continues to be strong in our Region. We set a cash goal of $15,000 and are tracking to bring in $33,000 for this coming year with an additional $15,000 in-kind gifts donated.