



**Jerrid P. Freeman**  
**NASPA Regional Director, Region IV-W**  
**Report for the December 2016 Board of Directors Meeting**  
**November 10, 2016**

## 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 ♦ 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.