



NASPA[®]

Region IV-W

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Report for the December 2017 Board of Directors Meeting

November 9, 2017

NASPA Board Action Items

None at this time

Leadership & Member Engagement

At the June regional advisory board meeting, Region IV-West approved the development of a Regional SERVE (Supporting, Expanding, and Recruiting Volunteer Excellence) Academy, mirrored from the NASPA National SERVE Academy. The Region IV-West SERVE Academy will engage NASPA Region IV-West members at all levels (graduate students, new professionals, mid-level professionals, senior-level professionals, and faculty members) in a cohort academy and mentorship experience, creating a new pipeline of future Region IV-West volunteer leaders.

The 2017-2018 Region IV-West SERVE Academy Cohort and mentors have been selected and includes the following:

- Heather Brake, Assistant Director of Residence Education at Arkansas State University. Heather will be mentored by Dr. Keegan Nichols, Vice President for Student Services at Arkansas Tech University.
- Andrew Brown, Assistant Director of the Hansen Leadership Institute at Doane University. Andrew will be mentored by Dr. Jerrid Freeman, Vice President for Student Affairs at Northeastern State University.
- Lindelle Fraser, Assistant to the Vice President for Student Affairs at Arkansas Tech University. Lindelle will be mentored by Dr. Lois Flagstad, Vice President for Enrollment & Student Affairs at Black Hills State University.
- Farah Habli, Doctoral Student/Graduate Assistant for the School of Education at Saint Louis University. Farah will be mentored by Jennifer McDannold, Enrollment Coordinator at Baptist Health College-Little Rock.
- Joshua Maples, Residence Hall Director at South Dakota State University. Joshua will be mentored by Dr. Eric Gropitch, Vice President for Student Life at Washburn University.
- Jesus Melendez, Program Coordinator for Leadership Development at Washington University in St. Louis. Jesus will be mentored by David Adams, Director of Student Life at Tulsa Community College.

- Kassey Steele, Director of Student Life at Tulsa Community College. Kassey will be mentored by Dr. Shannon Breske, Assistant Teaching Professor at the University of Missouri-Columbia.
- Danica Wolf, Coordinator of the Relationship & Sexual Violence Prevention Center at the University of Missouri-Columbia. Danica will be mentored by Dr. Sara Mata, NSF National Research Traineeship Program Coordinator at the University of Oklahoma.

The Region IV-West SERVE Academy participants will meet monthly via Zoom from December 2017 through October 2018 to learn more about NASPA and Region IV-West from a guest presenter. The Region IV-West SERVE Academy Cohort will also design and implement a class project in support of a NASPA Region IV-West strategic priority. Sessions are scheduled as follows:

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| ○ Now - November '17: | Development & Recruitment; Selection; optional meeting at fall conference |
| ○ 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 |

Professional Standards

- We continue to work on adding professional competencies to all of the position descriptions for each regional board position.
- We also plan to have a webinar for the regional membership for Public policy and research.
- In connection with the conference we will have a senior student affairs symposium built into the conference.
- We plan to have a NUPF preconference and a New Professional Institute.
- We also orchestrated a Vice President and faculty social with vendors one night of the conference.
- Dr. Keegan Nichols, Vice President for Student Affairs at Arkansas Tech, has agreed to take the position once held by Vince Loffredo before he left the region.

Finance

- The 2017 IV-West conference is tracking well with respect to registration and budget, and it appears the attendance and fiscal goals will be met.
- Thanks to the efforts of Dr. Teresa Clouch, Corporate Sponsors Liaison, assisted by 2017 IV-West Conference committee member Mary Olk, the region made good progress toward its

financial goals with respect to corporate partner support of the conference despite an unexpected mid-year transition in this role. Their efforts continue the Region's strong history of maintaining positive relationships with many vendors that support our profession's work.

- The IV-West Foundation Ambassadors will have buttons at the conference to promote giving to the Foundation. The buttons are meant to support member engagement and connections between more seasoned members with new members. For instance, one of the buttons says, "Paying it IV-Ward." We are encouraging members to purchase these buttons to give to someone as a gesture of support.

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 institutions about NASPA institutional membership renewals. 126 institutions renewed their membership and 6 memberships lapsed.
- 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.
- Monthly newsletters highlighting all areas of NASPA IV-W have continued and were distributed all months in 2017. From January – October 2017, 106 blogs focused on NASPA IV-W have been 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 (825 likes), Twitter (1,237 followers), and LinkedIn (59 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.
- 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.

- 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, 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.
 - First Quarter, Jul-Sept 2017 Region IV-W had 193 total new members join
 - As of 10/20/2017, Region IV-W has 1,347 total members

Award Recognition

- In 2017 NASPA IV-W received 104 nominations for 2016 NASPA IV-W awards (increased by 21 nominations compared to 2016). In total, 39 awards will be presented at the NASPA IV-W Regional Conference.

KC Challenges

KC Co-Coordinators have been spending the largest amount of time working through the issues related to the transition from the Regions to the National KC Chairs for the KC Representative appointment process. It has been somewhat challenging working with all the KCs.

Some of the challenges have been:

- Who is handling the appointment process at the KC level the National Chairs or the Chair Elects.
- The Chairs not being knowledgeable about the region specific job descriptions. This is hard because without that specific information, it could cause more problems down the road.
- A majority of the Chairs are aware of the timeline, but not all. So as we in the region try to be proactive to meet the deadlines set we are not receiving the same amount of urgency to get the positions posted.
- The biggest challenge has been that our region's KC Co-Coordinators have made all the initial contact with the National Chairs with the exception of 1-2 KCs regarding the status of their reps. That means the KC Coordinators have had to reach out to over 30 different sets of people. It would have been helpful if the National Chairs would have reached out to the KC Coordinators especially since they only have 7 sets of people at the most and if their Rep is not rolling off in a particular region in March then no contact is even needed. Our KC Coordinators feel like they have been training the National Chairs somewhat instead of the National Chairs being informed and prepared to make this transition.
- The webinar training was good and informative however it probably should have occurred sooner. It doesn't seem the National Chairs fully grasp how much time this could really take to really meet the deadlines set by NASPA.

Professional Development & Events

Ryan Gove, University of Kansas Medical Center, & Cassie Gerhardt, University of North Dakota, the 2018 Regional Conference Co-Chairs have identified most of their 2018 conference committee, to be held in Wichita, Kansas. The theme has been identified as “Reflection Inspires Our Future,” a nod to NASPA’s 100 years. Additionally, Dr. Rodney Bates (University of Oklahoma) and Dr. Delton Gordon (Oklahoma State University) have accepted the co-chair roles for the regional Mid-Level Institute to be held in conjunction with the fall conference.

Meyer will propose regional conference rotation legislation at the fall ’17 regional conference. The proposed legislation will create a schedule to ensure the conference travels in a rotation to the various states of the region and to help in conference preparations further in advance.

On May 2, 2018 we will have our regional spring event. Registration opens on February 19, 2018. **The IMPACT Summit:** College Student Mental Health Conference will be a day-long conference consisting of keynotes and educational break-out sessions focused on topics pertaining to college student mental health. Through educational dialogue, we hope to add to the community conversation surrounding mental health and assist in destigmatizing mental health concerns.

We are also planning our upcoming critical conversations for the region. At the national conference we asked for suggestions for next topics and will be working out those details soon.

Our October Critical Conversation was, Maximizing Your Personal and Professional Development, in connection with the upcoming regional conference. It was our lowest attended critical conversation to date at around 25 participants.

Our July Critical Conversation was on Students In Crisis, and approximately 60 attended and 95 registered.

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

- The 2017-2018 #NASPAgives goals for IV-West remain the same at \$18,000 and 100 donors, but for this year we will designate the first \$500 award for research grant(s) and the second \$500 for graduate student scholarship to attend the regional conference.
- Thanks to the leadership of IV-West Foundation Ambassadors, Sara Mata and David Adams, the #NASPAgives campaign is already underway for IV-West with a donation push leading up to and during the conference, where \$20+ donors can receive a NASPA scarf for their gift. Subsequent periods of emphasis will be Giving Tuesday, calendar year-end, the national conference, and NASPA fiscal-year end.