



NASPA™

Region IV-W

W. Wayne Young, Jr., Ph.D.
Region IV-West Regional Director
2014-15 Annual Report
Report for the March 2015 Board of Directors Meeting
March 2015

NASPA Board Action Items

No voting items.

NASPA Mission

To be the principal source for leadership, scholarship, professional development, and advocacy for student affairs.

Leadership

Summary:

Regional Director:

- Completed all transition meetings with past Regional Director including a special meeting on the campus of the past Regional Director to discuss financial matters of the Region, approvals, etc.
- Established cloud-based, file sharing resource for the Region IV-West board employing the use of Google Docs and BoardEffect. All files for NASPA Region IV-West are now in one, central digital space in google docs.
- Established a Regional Director Gmail account NASPAR4wrd@gmail.com
- Led the initiative to approve a first-ever, joint conference between Region IV-East and Region IV-West. Contract approved for hotel location as of July 2014.
- Created and continue to maintain a monthly email update to the Region IV-West Advisory Board. This monthly update is called the “Region IV-West Family Update” is the first time a monthly communication has been developed and used with the Advisory Board in Region IV-West.
- Regional Director led the emphasizing of “Family” in Region IV-West Branding at the regional conference. (This used to be a theme at Region IV-West in the late 1990s and early 2000s, but had been discarded.)

- Regional Director has asked and provided the expectation that the 2014 and 2015 Conference Committees for Region IV-West ensure that 1) the conference is on a college campus for a portion of the meeting, 2) that college students are involved in the program, and 3) that the Division Reps and KC Reps present during educational sessions to inform the regional membership about what is going on in their area. All three were completed by the 2014 Conference Team!
- Excellent fall 2014 conference. Attendance numbers were great.
- Reorganized the Region IV-West Executive Committee to a smaller, focused group called the Region IV-West Cabinet. This was approved on 11-11-2014 by the R4W Advisory Board.
- Excellent Fall 2014 Institutes: NUFP Institute, SSAO Institute, and the MLI Institute were all well received. Review will continue for the future of what institutes to complete each year or stagger, etc.
- NUFP Champion Award: Very proud of our region for establishing the NUFP Champion award in Region IV-West!
- Very excited for 2015....
 - Our 50th year as a region AND
 - Our 45th regional conference!
- Pat Whitely, NASPA Chair, joined our region at the Fall 2014 Regional Conference. What a blessing to have her in attendance and to share her leadership with our membership!
- Established the first-ever Regional Endowment with NASPA National. Mr. Dan Mabery and Regional Director Young met with President Kruger via a conference call and established that a regional endowment could be established with NASPA. Regional Director Young was empowered with approvals from his regional advisory board. The Endowment will be created in May/June with a transfer of \$100K to NASPA's National Endowment. This will create an annual revenue distribution back to Region IV-West.

Board Approvals:

Summer 2014 Board Meeting

The Summer 2014 Board meeting was a terrific chance for our region to plan for the future.

Additionally, the following approvals were made by the advisory board in Region IV-West.

1. Regional Director submitted legislation and received approval from Region IV-West board to switch the newsletter coordinator to a Social Media Coordinator for the region.
2. Regional Director and Treasurer submitted new budget structure and budget for 2014-15 and received approval.
3. Board member submitted legislation and received approval for the creation of a NUFP Champion Award. Will be first given out at the Fall 2014 Conference in honor of the 25th Anniversary of NUFP.

Fall 2014 Board Meeting

The Fall 2014 Region IV-West Advisory Board meeting was a tremendous Fall meeting for our region.

We passed very significant legislation that should pave the way for the future of region in terms of procedures, financially, leadership structure, and education.

1. Region IV-West Policies & Procedure Manual – To establish the first policies and procedures manual for Region IV-West to index past board decisions and directives.
Created and Draft Approved on 11-10-2014
2. Board Summer Read Program – To establish a summer read program for the Region IV-West Board. This also includes a mandate to spend 2hrs at each summer board meeting discussing and learning as a group from the summer read.
Approved on 11-10-2014
3. State Pins – To establish a purchase of state pins for new members joining NASPA to help further build pride in NASPA at the state level. The Coordinator for Regional Membership will report back on cost and logistics at the March 2015 Board meeting.
Approved 11-10-2014
4. Long-term Financial Assets Initiative – To establish an endowment for Region IV-West with NASPA National with the hopes of creating a new, endowment revenue line for the region's budget and activities. The board has agreed in principle to a plan delivered to the Region IV-West Regional Director by the NASPA President. The Region IV-West Regional Director and Coordinator of Finances are empowered by the Regional Advisory Board to follow-up with the NASPA President to create this endowment.
Approved on 11-10-2014
5. Cabinet Structure – To establish a smaller leadership structure in place of the Region IV-West Executive Committee. This smaller leadership structure will be limited to the Regional Director, Asst. to the RD, Coordinator for Regional Finances, Coordinator for Communications, Coordinator for Membership, Coordinator for Professional Development & Standards, and the Coordinators for the Knowledge Communities. Ex-Officio members such as the RD-Elect, RD-Past, and National Board Members from our region will also be included.
Approved on 11-11-2014
6. Assessment & Research Initiative/Event Ad Hoc Group – To establish a working team to develop an assessment & research initiative/event for Region IV-West. Report due to the Regional Advisory Board as of March 2015.
Approved on 11-11-2014

Ambassadors/NASPA Gives:

- Region IV-West was the first region to meet its participation AND monetary goal for the first-ever, NASPA gives campaign for the 2013-14 cycle.
- Region IV-West Ambassadors reviewed our prior year performance for 2013-14 as well as presented the goals for 2014-15 for the region.

- The Region IV-West Director also asked that 100% of the Regional Board please be sure to participate at any dollar level, but reiterated the expectation that all Regional Board Members need to participate.

Coordinator for Communication:

- Strengthen communications not only for disseminating information for the board but also to and for Region IV-W membership. Coordinator hopes to encourage Region IV-West communications team to be proactive in updating the website, social media outlets as well as provide information, present and past, for and about the region.
- Ms. Sara Mata currently serves in this role and is transitioning to Mr. Ryan Lahne as of March 2015.
- Currently developing a communication plan to be reviewed by the Region IV-West Cabinet and the Region IV-West Advisory Board in March 2015.

Coordinator for Regional Finances/Treasurer's Report:

- The Region IV-West Regional Director and Treasurer reworked the regional budget structure to align with the banking codes and structure for the NASPA Regional Bank accounts.
- Approved the 2014-15 budget at the Summer Board Meeting.
- Reviewed the 2014-15 Budget with the Regional Advisory Board:
 - Reviewed expenses/revenue as well as statement of financial position
- Coordinated and “cleaned up” the financial files with the Regional Director. Past files from past treasurers were not kept in a consistent, organized fashion.
- Brought forward legislation, with the Regional Director, to secure funding in an endowment through NASPA National. This has board approval and now the Treasurer and Regional Director will take this forward to the NASPA President for review and final approval.
- Completing final transfer for the first-ever, regional endowment at the end of the 2014-15 budget year for Region IV-West.

Sponsorship :

- For the Fall 2013 regional conference, there were 10 paying corporate partners for the 2013 Conference in Hot Spring, Arkansas which generated \$12,725 for the Region. In addition to money raised, there were product donations from 3 companies as well. Overall, the 2013 was a success and feedback from the partners was extremely positive. Follow-up communications with the corporate partners will lead to a few changes to sponsorship levels and opportunities to try to increase in personal interactions between the partners and conference attendees.
- Increase corporate sponsorship, both in terms of dollars and number of sponsors. Continue to find ways to increase the sponsorship overall satisfaction with the NASPA IV-W Regional Conference. Create historical database for future individuals in the Corporate Sponsorship role. Improve communication with NASPA National Office.

- For the Fall 2014 regional conference, we had nine corporate partners contributed \$14,500 and product to the region. The region continues to try to find ways to engage our corporate partners and will be looking to frame the area of sponsorship this year.

Coordinator for Professional Standards:

Ms. Meyer Submitted her own Annual Report, but some of her highlights include...

- 2014 NASPA Annual Conference March 15-20, 2014 Baltimore, Maryland • Co-Presented “Professional Standards” session with Dr. Joseph Cicala, Dr. Peter Troiano, Stephanie Gordon, & other members of the Professional Standards Division.
- 2014 Conference Committee, R4W Executive Board (to include state coordinators & knowledge community reps), approximately 50 Participants read “Celebrating Failure: The power of taking risks, making mistakes, and thinking big” by Ralph Heath. Shana Meyer & Mandi Hulme created a 73-question guide that was used to facilitate discussion amongst Board members. Responses and inspirations were then shared with the group. The common read created a shared experience for all members and was a nice icebreaker for small group discussion. Questions were drafted around concepts and quotes that reflected members’ experiences on the Board, at home institutions, and in personal use. Many questions addressed “professional standards” issues such as standard policies, the culture of higher education, and competencies for professionals.
- Meyer presented on the Professional Standards Division at the Summer Regional Board meeting, discussing the role of the division & recent discussions regarding ethics & competencies / threads.
- Scheduling of Professional Standards regional board members for every other month conference calls; interaction with fall 2014 Conference Chairs to ensure Competencies are included & promoted for the fall conference.
- I have submitted the CSAO vs. SSAO debate to the Professional Standards group for further discussion.
- Dr. Vince Loffredo from UMKC will be taking over this regional post from Ms. Shana Meyer who is joining the National Board in this regard.

Member Engagement:

- As of our Fall 2014 conference, Region IV-West had 1,238 members in the region (70 new members this month)!
- Membership remains strong in Region IV-West. Ms. Tiffany Smith is now our Regional Membership Coordinator.
- Tiffany led the regional conference “New Member Orientation” session, along with one of the KC Co-Chairs, and the New Professionals and Graduate Students Rep – state membership coordinators were introduced and time was allowed at the end for those from respective states to meet with them.

- Tiffany, the Volunteer Coordinator, and the then-Communications Coordinator, co-presented on “Getting Involved in NASPA” at the regional conference.
- State membership coordinators presented Rising Star awards at the regional conference awards reception.
- Two state membership coordinator positions remain open, but will soon be filled.
- Our Regional Membership Coordinator also coordinated the purchase of polo shirts for each of the Region IV-West board members to further help solidify our region’s pride and community.
- Tiffany is working with the state coordinators to develop a more personalized message upon signing up for membership – a welcome kit with a nice letter from their respective state rep, with other information about NASPA included.
- Tiffany participated in a focus group call with Nationals to help determine improvements in the membership recruitment area – results to come from Nationals soon.

Coordinators for Knowledge Communities:

- Appointed or re-appointed nearly 2/3 of the KC Reps. Coordinated the New Board Member Orientation for the summer meeting. Co-presented the New Member Welcome at the fall conference. Chaired the ad hoc committee on board structure and led the discussion at the summer board meeting. Coordinated the KC Trivia Night at the fall conference and ordered/distributed KC t-shirts to participants.
- Communicate with the KC reps more effectively and better refine how we function as a group outside the board meeting and conference. Put on the KC Trivia night and distribute shirts again. Help the KC Reps get better engaged with the board and region at the fall conference.
- Mr. Nathan Roberts and Ms. Veronica Reipe now serve as our Knowledge Community Coordinators. Together they are making a great pair and are leading our KC reps well.
- Nathan and Veronica helped bring out a new learning session for our region—KC and Division Rep Educational sessions. This was a new requirement for KCs...each had to prepare a 15 minute educational session as part of a larger 1hr and 15 minute session. This new requirement provides KCs with the opportunity to “give back” and “educate” the regional membership.
- KC Trivia Night was held again as part of a “Club NASPA” during the first night of the conference. Attendance was very good at approximately 90 individuals.

Awards:

- In the last 12 months, Awards Chair coordinated the selection process for the NASPA IV-West 2013 Awards Recipients, worked to get the nominations site established for the NASPA IV-West 2014 awards process, and consolidated information on past award recipients into one document.
- Over the past 12 months, our Awards Chair facilitated a successful NASPA IV-West 2014 awards selection process.
- Established the first, NUFP Champion Award. This award was given in the Fall of 2014.

Knowledge Community Rep Reports from Fall Business Meeting:

- Adult Learners & Students with Children
 - Trending topic - Pregnant while a student - Presentation at this year's conference
 - Next project - Webinar - Best practices relating to pregnant & parenting student rights in HIED (Title IX) - (tbd)
 - Monthly leadership team conference calls (1st Friday of the month, 12-1:30 pm CST). Any interested member is invited to join the calls.
- Campus Safety - Name change coming....
- Student Affairs Partnering with Academic Affairs
 - Every other month - Newsletter developed by SAPAA - on NASPA website
- SSAO/Faculty Initiatives
 - 32 attendees confirmed for breakfast, 42 confirmed for social
 - Encourage SSAO to attend regionals to help mentor
- Awards Nomination
 - 84 nominations for 34 awards
 - More Rising Star Awards will be granted this year than previous years - Will be presented at a dessert reception
- African American KC
 - Webinar - December 10 - Retaining African American Students
- Spirituality & Religion
 - Separation of Church and State - presentation at the conference
- Student Athlete
 - Partnership with GLBT KC - development of pregame sportsmanship statement
 - Aggressive research agenda within this KC
- Technology
 - Developed and finalized goals and objectives for the KC - advocacy, training and education, research and scholarship, engagement
 - 2 new awards developed for the region that are technology based
 - Technology webinars coming up
 - Working on bringing back the NASPA Tech Conference in the next year
- Alcohol and Other Drugs
 - Seeking new national chairs for this KC
 - Increased communication coming soon - article ideas sent to Hanah
 - Joint conference - Alcohol and Other Drugs and Violence Prevention - Spring 16 in Maryland
- Sustainability
- Socioeconomic
 - Virtual Book Club - wrapping up in November, next book in Spring
 - New subcommittee - Fostering Youth
- Other KCs...
 - No Updates Reported.

Scholarship

Summary:

Faculty:

- Co-hosted a joint SSAO/Faculty Breakfast roundtable at both the regional and the national NASPA meeting. Represented IV-W at the Faculty Fellows meeting and all faculty sessions at the national conference. Volunteered for the SSAO/Faculty Summit planning committee for the National Conference in NOLA. Advocated for faculty during Summer Board meeting for inclusion on events for SSAOs. Supported research throughout the region, including co-authoring a chapter for Beginning Your Journey 4th edition.
- Increase faculty presence at the regional conference, including soliciting programs from faculty for faculty. Co-facilitate joint SSAO/Faculty Breakfast Roundtable at both regional and national conference. Work with regional conference committee to include faculty at the sponsor-hosted events. Serve on the SSAO/Faculty Summit Pre-conference Committee and participate in all faculty programs/events at the national conference
-
- Awarded \$1000 to three separate grant recipients. Financial donation made possible to our Region's fund through the #NASPAgives funds.

Professional Development

Summary

As reported this summer, this was the first time in Region IV-West history that we have the next three (3) years all under contract for our conferences & hotels. This was due, in large part, to the idea of having a joint regional conference in partnership with Region IV-East in 2016. Here are the details of the two upcoming conferences (2015, 2016) as well as a brief summary of 2014.

2014 Conference Summary: Reaching New Heights, Lighting the Future

November 11-13, 2014 ♦ Hotel Albuquerque /Albuquerque, New Mexico

- Conference Co-Chairs – **Attendance 309 participants**
 - Ms. Laura Page, University of Missouri
 - Mr. Andrew Gonzalez, University of New Mexico
- Mid-Level Institute Chairs – **Attendance 15 participants**
 - Ms. Precious Porras, University of Kansas
 - Mr. Ryan Gove, University of Missouri-Kansas City
- NUFPI Institute – **Attendance 15 participants**
- More on the program sessions and addressed professional competencies in the report below from Dr. Shana Meyer.

2015 Conference: Renew. Elevate. Embrace. The Journey to a Higher Level

****Our 45th Conference in our 50th year as a Region!!!****

November 10-12, 2015 ♦ Park Hyatt Beaver Creek /Beaver Creek, Colorado

- Conference Co-Chairs
 - Dr. Teresa Clouch, Baker University
 - Dr. Joe Ecklund, Creighton University
- New Professionals Institute Chairs
 - Ms. Kacee Collard Jarnot, Colorado State University
 - Mr. Josh Overocker, University of Central Oklahoma

2016 Joint Conference for Region IV-West and Region IV-East

November 15-17, 2016 ∅ *St. Louis Union Station-A DoubleTree by Hilton Hotel /St. Louis, Missouri*

- Conference Co-Chairs Selected and Confirmed
 - Ms. Shana Meyer, Region IV-West, Missouri Western State University
 - Dr. James Hoppe, Region IV-East, Macalester College
- Site Selection Confirmed: St. Louis
- Hotel Contract Completed: Completed as of July 2014
- Mid-Level Institute 2016 Chairs
 - TBD

Advocacy

Summary:

- This past summer, Region IV-West has formally approved that it will not use the word “Chief” when describing activities, resources, services, etc. in the region regarding the Senior Student Affairs Officer. The Regional Director has also asked for this to be a discussion item at the NASPA Summer Board meeting in July 2014. This was also adopted by the NASPA National Board thanks to legislation from Region IV-West. This loop and information was given back to the Region IV-West Advisory Board at the Fall 2014 Meeting. (See Strategic Goal 2, mapped to 2.2)

NASPA Strategic Plan

Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

Objectives

- 1.1 Be the primary source of data on the experience of college and university students.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
- 1.3 Tighten and align the connections among theory, research, and practice.
- 1.4 Enhance skills and provide tools to conduct student affairs program reviews in support of best practice and institutional effectiveness.

REGION-IV WEST COMMENTS:

- Region-IV West held its Fall Regional Conference. During our Regional Board and Regional Business meetings, Dr. Shana Meyer reported on the Professional Standards and Competencies assigned to programming at our Fall 2014 conference. The board discussed ways to learn from this data for our next regional conference. The report is included below. (mapped to 1.3)

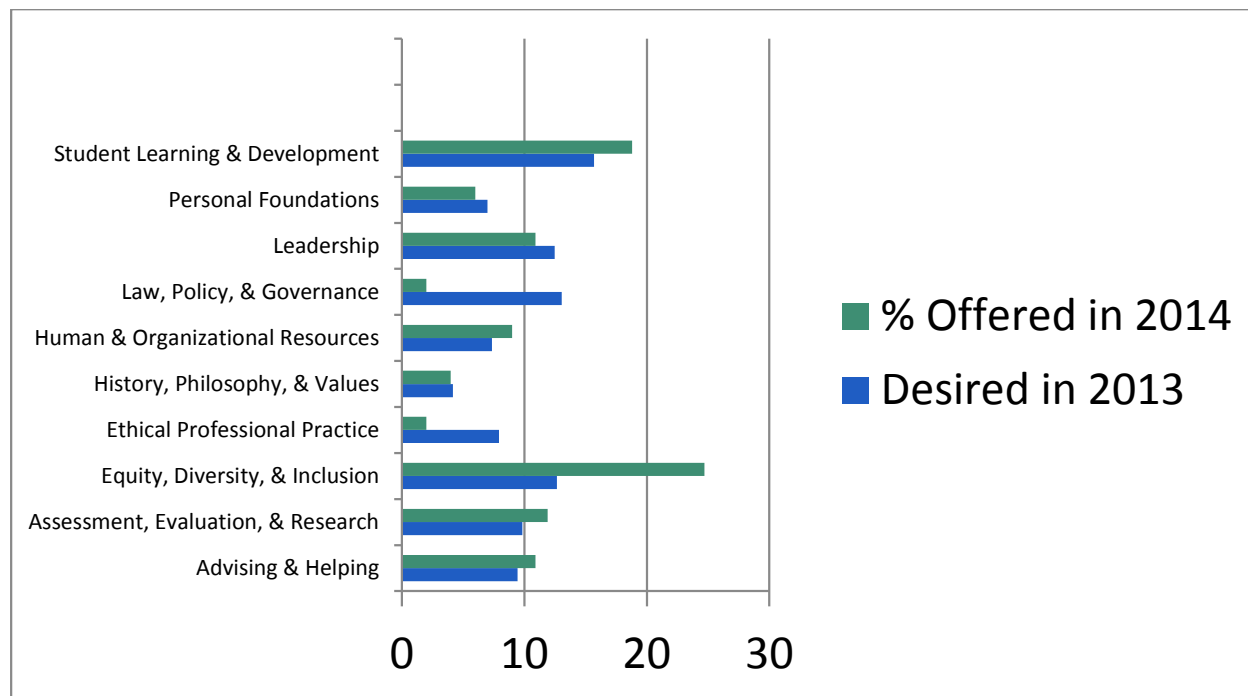
Region IV-W Professional Standards Update November 2014

The fall 2014 NASPA IV-W Regional Conference, “*Reaching New Heights, Lighting the Future,*” was held November 9-11 in Albuquerque, New Mexico. 53 Programs, including SA talks, regular session, and break-out sessions were presented at the conference. Of these sessions, 50 listed 1 to 5 competencies as a focus of their presentation. The competencies presented were as follows:

	Total Competencies
Advising & Helping	11
Assessment, Evaluation, & Research	12
Equity, Diversity, & Inclusion	25
Ethical Professional Practice	2
History, Philosophy, & Values	4
Human & Organizational Resources	9
Law, Policy, & Governance	2
Leadership	11
Personal Foundations	6
Student Learning & Development	19

The NASPA / ACPA competencies are represented well in Region IV-W, in that program presenters are asked to categorize their presentation proposal by competency. We also ask conference attendees which competencies presentations they would like more of at the following year's conference, through our conference evaluation.

	Desired in 2013 from Conference Evaluations	Rank 2013	Rank 2014	% of Programs Offered in 2014
Advising & Helping	9.45	6	4*	10.9
Assessment, Evaluation, & Research	9.83	5	3	11.9
Equity, Diversity, & Inclusion	12.67	3	1	24.7
Ethical Professional Practice	7.94	7	9*	2
History, Philosophy, & Values	4.16	10	8	4
Human & Organizational Resources	7.37	8	6	9
Law, Policy, & Governance	13.04	2	9*	2
Leadership	12.48	4	4*	10.9
Personal Foundations	6.99	9	7	6
Student Learning & Development	15.69	1	2	18.8



The blue bars represent 2013 conference respondents' selections for more sessions in 2014. For the most part, we came close to, met, or exceeded this desire. Green bars represent the percent of the presentations offered of that particular competency. For example, 24.7% of the sessions offered presented along the topic of Equity, Diversity, & Inclusion. Only Law, Policy, & Governance fell short as a desired program that had few program submissions. There were also few program submissions for

Ethical Professional Practice, but it was ranked 7/10 as a desired program, and was ranked tied for the #9 spot for programs offered on this topic.

Massive kudos to the conference committee, program selection team, and presenters on planning and selecting a well-rounded group of presentations!

ACPA / NASPA Professional Competencies Task Force

Charged with reviewing, updating, and revising the Competencies:

1. Scan the landscape of student affairs and higher education.
2. Review the threads of technology, sustainability, and globalism.
3. Determine if any of the content areas should be considered for removal or revision.

NASPA Co-chairs: Berenecea Johnson Eanes & Pamela Havice; **ACPA Co-chairs:** Patty Perillo & John Hoffman. **Members:** Quincy Martin III; Bridget Turner Kelly; Jason Pina; Laura Osteen; Will Simpkins; Vu Tran; Shaun Harper; Case Willoughby

Timeline: The Task Force started their work in October. Members can review the preliminary report and offer feedback during the ACPA Convention and NASPA Annual Conference in March. The goal of the Task Force is to have a final report to both Boards in July of 2015.

Respectfully Submitted,


Shana Meyer

Region IV-W Professional Standards Division

Goal 2

2. Lead advocacy efforts that shape the changing landscape of higher education.

Objectives

- 2.1 Assert NASPA's leadership role in critical issues of public policy regarding higher education.
- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
- 2.3 Build capacity among membership in order to effectively influence public policy.
- 2.4 Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

REGION-IV WEST COMMENTS:

- As previously reported this summer, Region IV-West has formally approved that it will not use the word "Chief" when describing activities, resources, services, etc. in the region regarding the Senior Student Affairs Officer (SSAO). The Regional Director has also asked for this to be a discussion item at the NASPA Summer Board meeting in July 2014. The NASPA National Board has now also agreed

to discontinue the use of CSAO or Chief Student Affairs Officer thanks to Region IV-West's legislation. (mapped to 2.2)

Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

Objectives

- 3.1 Conduct a needs assessment to guide and prioritize NASPA's international efforts.
- 3.2 Clarify NASPA's niche in international student affairs.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

REGION-IV WEST COMMENTS:

- Region IV-West has no information here to report.

Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

Objectives

- 4.1 Diversify and strengthen the sources of NASPA's revenue.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
- 4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.
- 4.6 Ensure the participation and inclusion of NASPA's members in leadership and governance.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.

REGION-IV WEST COMMENTS:

- Region IV-West partnered with the New Mexico State Student Affairs Association for its Fall 2014 Regional Conference. (mapped to 4.2)
- Region IV-West was the first region, with the NASPA Nation Office's assistance, to employ BoardEffect for our summer regional board meeting this past summer, June 2014. We again used this resource for our fall regional board meeting, November 2014. (mapped to 4.4)
- Region IV-West completed an indexing and gathering of all files of the region into one, online server area for all board members to access and use on google docs. This was also connected to board effect for the ease of all board members and to create a "paperless" summer board meeting. This continues to go very well and we have added all of our financial documents as well. (mapped to 4.4)