



**NASPA**<sup>®</sup>

Region IV-W

**Jerrid Freeman**

**Regional Director, IV-W**

**Report for the March 2017 Board of Directors Meeting**

**February 10, 2017**

## NASPA Board Action Items

None at this time.

## Leadership & Member Engagement

### ***KC Activities***

- KC Rep positions continue to be filled (previously unfilled positions, and those rolling off the board). Goal is to have them filled by March 2017. At times it feels like all the Co-Coordinators do is fill positions and they can't get to anything more. Moving from 3 year terms to 2 year terms will cause this to be the case even more.
- KC Co-Coordinators are involved with Coordinators from other regions, participating in bimonthly calls, and will meet at the National conference in San Antonio. Will also participate in training for regional KC Reps.
- KC Co-Coordinators are working more closely with the KC Reps to make sure they are connected with their National Chairs. This has been a problem in the past with some KCs. Between better communication on our part, our communication with the KC Co-Coordinators in other regions as well as Pauline and Stephanie, we think our KC Reps will have a better experience and problems can be solved quicker.
- Trivia Night – We had a combined event of Trivia Night (4W) and KC Fair (4E) at the regional conference and included 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.
- KC Mini-Presentations - KC Mini-Presentations were 8-10 minute presentations by both the 4E & 4W KC Reps. Reps discussed 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 by March.
- KC Reps plan to submit at least 3 education sessions this year, and 6 next year that are tied directly to specific KC's. There were 4 sessions submitted this year.
- 3 KC's submit an article each month to the Regional Newsletter, which have helped raise awareness of the KC's.

### ***Member Engagement***

- Strategic Plan further developed.
- Ad hoc committee developed to determine financial support for membership for professional development opportunities.
- Ad hoc committee gave preliminary report on new activities and professional development opportunities for NASPA IV-West members.
- Committee developed for planning board engagement and development activities for board meetings.
- Making contact with institutions without NASPA memberships and partnering to make contact with VPSAs, and Chairs of higher ed programs.

### **Communications**

- Monthly newsletters highlighting all areas of NASPA IV-W have continued and were distributed all months in 2016.
  - 125 blogs were developed, consolidated into monthly newsletters, and distributed electronically to all IV-W members in 2016.
- IV-W increased social media outreach for the following platforms:
  - Facebook (126 increase in likes)
  - Twitter (80 increase in followers)
  - LinkedIn (45 increase in members)

### **Finance**

- #NASPAGives campaign launch at the Regional Conference. Launched the Diamond Club promotion with an actual Diamond award.
- Creation of and board vote on Travel Assistance Form and the process.
- Creation of and board vote on the Professional Development Assistance Program and sustainable financial resource.
- 2016 Regional conference budget and schedule approved.
- Very successful Silent Auction to assist the region.
- Developed a Financial Services Page on the Region IV-West page so people can easily find the forms to obtain financial support.

### **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 two critical conversations.
- 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.
- 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.
- Planning to host webinars quarterly this academic year led by state coordinators.
- Working with Jordana Taylor, the new Assistant Director of Member Recruitment and Retention for NASPA, to connect with Manitoba and Saskatchewan (Canadian) provinces to start building those relationships.
- Reaching out to statewide higher ed/student affairs organizations for further collaboration.
- Disseminated our newly created IV-W flyer to grad programs in our region.

### **Award Recognition**

- IV-W received 83 nominations for 2016 regional awards (increase of 11 nominations from 2015).
- IV-W presented 37 awards at the 2016 regional conference (increase of 7 awards from 2015).

## Professional Development & Events

### Critical Conversations: Regional hot topics for SA Professionals

- **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.
- **January 27, 2017:** Food Pantries and Campus Hunger. Approx. 45 attendees.
- We are planning to submit legislation to develop the infrastructure that will continue the critical conversations and the spring event in the future. We seek to have at least four per year on critical issues and also more webinars on specialty projects.

### Critical Conversations: Diversity Conference

- **April 10-12, 2017**
- We have partnered on this event with North Dakota State University as an outcome of our "Spring Event" Committee. The committee was charged with creating a secondary event for our region in addition to our fall Regional conference.

**These events were specifically targeted to improve our focus on diversity and our emphasis on caring for our diverse region. We want to push the status quo with the critical conversations and the events we plan.**

### In the Heart of it All

*November 15-17, 2016 ♦ Union Station, St. Louis, MO*

- 753 Attendees/Participants
- "In the Heart of It All" Region IV-WE Conference
- Collaboration of Regions IV-E and IV-W allowed for a bigger conference and exploration of new ideas
  - Women's Words of Wisdom
  - Missouri Council on Student Affairs pre-conference
  - Food trucks prior to event opening
  - Exposure to different awards for each region
  - Joint KC Trivia Night – a IV-W tradition
- Focus on the People, the Places, and the Purpose of our Profession
- Pre-conference events included: NUFPP, MLI, and sessions for VP's, Title IX and LeaderShape
- Sponsorship total: \$53,621.50
- Projected return of \$25,500 to both IV-E and IV-W
- 118 sessions
- Keynote Speaker(s)
- Opening Keynote: Motivational speaker and author Bertice Barry
- Luncheon Keynote: Activist and Poet Elizabeth Acevedo

- Closing Keynote: NASPA President Kevin Krueger & NASPA Board of Director Chair Lori White
- WISA sponsored event, “Women’s Words of Wisdom” reception was well received.
- Featured the “herstory” of 4 women (2 from each region)

### **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.
- We led a book discussion at the summer board meeting for the board.

### **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 with this year’s cash total coming in at \$35,700 with an additional \$15,000 in-kind gifts donated.

We set aside budget this year to ensure we have funds for educational access for all who attend.

We have provided 1 research grant for \$1,000 to Judy Marquez Kiyama with the University of Denver. We had a record amount of applications (7).