



W. Wayne Young, Jr., Ph.D.
Region IV-West Regional Director
Report for the July 2014 Board of Directors Meeting
July 3, 2014

NASPA Board Action Items

No voting items. However, I have brought up a Discussion item with Kevin K. and Pat W. that the three of us discussed in a conference call on 6-30-2014 around the use of Chief Student Affairs Officer.

NASPA Mission

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

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.
- Led the initiative to approve a joint conference between Region IV-East and Region IV-West. Contract approved for hotel location as of July 2014.

Board Approvals:

- 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.
- Regional Director and Treasurer submitted new budget structure and budget for 2014-15 and received approval.

- 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.

Ambassadors/NASPA Gives:

- Region IV-West was the first region to meet its participation AND monetary goal for the first-ever, NASPA gives campaign.

Communication Coordinator:

- 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.

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.

Professional Standards:

- 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.

Member Engagement:

- Membership remains strong in Region IV-West. Nothing more to report at this time.

Knowledge Community Coordinators:

- 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.

Sponsorship :

- 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.

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.
- In the next 12 months, Awards Chair hopes to facilitate a successful NASPA IV-West 2014 awards selection process.

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

Professional Development

Summary

This is 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 that are confirmed around our regional conferences for 2014, 2015, and 2016.

2014 Conference: Reaching New Heights, Lighting the Future

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

- Conference Co-Chairs
 - Ms. Laura Page, University of Missouri
 - Mr. Andrew Gonzalez, University of New Mexico
- Mid-Level Institute Chairs
 - Ms. Precious Porras, University of Kansas
 - Mr. Ryan Gove, University of Missouri-Kansas City
- Registration is live for the conference AND for the Mid-Level Institute

2015 Conference

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
 - Mr. Josh Overocker, University of Central Oklahoma
 - Co-Chair: TBD

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
 - Dr. 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:

- 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. (See Strategic Goal 2, mapped to 2.2)

NASPA Strategic Plan

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:

- 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. (mapped to 2.2)

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 is partnering with the New Mexico State Student Affairs Association for its Fall 2014 Regional Conference. (mapped to 4.2)
- Region IV-West was the first, with the NASPA Nation Office’s assistance, to employ BoardEffect for a regional business meeting. We employed this use for our summer board meeting this past June, 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 went very well. (mapped to 4.4)