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Regional Director, IV-W
Report for the 2014 March Board of Directors Meeting
February 6, 2014

NASPA Board Action Items

None at this time

NASPA Mission

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

Leadership

Professional Standards Chair

1. Communication with Professional Standards team via emails and monthly conference calls.

Membership Coordinator

1. Continued to work on engaging members through state initiatives.
2. Create a tribal college liaison.
3. Research HBCU involvement.
4. Increase community college involvement.
5. Research on how our members pay for membership (institution vs. self)
6. Create a new member welcome gift (i.e. luggage tag or lapel pin)

Communications Coordinator

1. IT Coordinator assisted in the transition to the new website, primarily on the regional level.
2. Newsletter Editor developed and sent out newsletter for conference promotion.
3. IT Coordinator worked with regional conference committee on promoting and sharing information about the conference.
4. Historian worked with orientation committee to provide new board member orientation at summer board meeting and at fall conference.
5. Secretary continued to work to provide meeting minutes to the region.

Member-at-Large

1. Award recognition at the regional conference
2. The Volunteer Coordinator is working on a "volunteer incentive program", and different ways to promote volunteer opportunities within NASPA.
3. The community college division chair is engaged with the national leadership.
4. The Member at Large is continuing work with the Historian to develop a New Advisory Board Member Orientation which is systemic and sustainable.

5. The Public Policy representative is forming a policy committee with a representative from each state in Region IV West.

Knowledge Community Coordinator

1. All knowledge communities have committed to bring more awareness to our groups at the Regional Conference through a comprehensive branding effort.
2. KC Coordinators are utilizing technology to increase communication through tools such as shared drive and files, and virtual conference calls with reps.
3. Branding – Increase the visibility of KCs and help membership clearly understand goals, hot topics and ways to interact with the KCs.
4. Communication – Improve the passing of information along to successors, sharing information among KC reps, and collaboration with a large group of individuals.
5. Engagement – The KC reps and coordinators will put on an event to raise awareness of KCs and positively interact with membership. The KC Trivia Night social event was held at the 4W regional conference.
6. Assessment, Evaluation and Research Knowledge Community Chair co-presented at the Regional Conference on conducting research; co-chaired the 2013 Case Student Competition for the region; communicated regularly with the regional members to encourage participation in the Knowledge Community and the Case Student Competition.

Corporate Sponsorship

1. Partnered with 13 corporate sponsors, securing \$16,375 in funds for the 2013 Regional Conference.
2. Examined and implement ways to further enhance the corporate sponsor experience at the Regional Conference. Purchased corporate sponsorship marketing display, continued to develop the SSAO Networking Social and engaged sponsors to generate additional ideas for the 2014 Regional Conference.

Scholarship

1. Work with the research chair to accomplish the following:
 - a. Develop a list of research projects and find folks to conduct said research through our grant funds (NPI, MLI, NASPA/ACPA Top 10 Research Agenda items).
 - b. Research Paper sessions at the regional Conference
 - c. Continue research publishing support for NASPA IV-West Members (Announce in newsletter and at regional conference.)
 - d. Research/ publishing support in newsletter
 - e. Research/publishing presentation at regional conference
 - f. Research Coordinator presented a session on publishing and assisted with the Case Study presentations at the Fall Regional Conference.
2. The Public Policy Chair will provided an update at the regional conference through a "ted talk" type event.
3. Knowledge Community representatives have created one-page "Hot Topic" sheets for sharing current knowledge in each KC area.

Professional Development

NASPA IV-WEST REGIONAL CONFERENCE:

Reflections of Leadership, Hot Springs, AR, November 5 - November 7, 2013

1. Number of attendees, approximately 375
2. Speakers:
 - a. Dr. Glendell Jones, Jr., Opening Luncheon Welcome
 - b. Carlotta Walls LaNier, Opening Luncheon Keynote
 - c. Laura Wankel, Banquet Keynote
 - d. Bunky Echo-Hawk, Luncheon Keynote
 - e. Vernon Wall, Closing Brunch Keynote
 - f. Kristen Abell, Mid-Conference Social Media Strategy Workshop
3. 50 Learning Sessions
4. One conference session on professional competencies presented by Shana Meyer
5. NUFPP Reception in the RD suite
6. The Community College roundtable
7. Small College roundtable
8. Graduate student roundtable
9. SA Talks (Ted Talk-like) – sessions
10. Silent Auction raised over \$1K to be donated to the foundation

New Professionals Institute, November 3 - 5, 2013, Melissa Hoffman and Myron Pope, Coordinators

1. 35 participants
2. 4 faculty members
 - a. Calvin Philips
 - b. Samantha Moreno
 - c. Jan Austin
 - d. Brett Campbell

SSAO Preconference Institute, November 4, 2013, Matt Brown, Coordinator

1. 11 Participants
2. Roundtable Topics & 2 keynote speakers.
 - a. Shana Meyer served as institute facilitator
3. Dr. Rick Stripling presented on Financial Leadership in Student Affairs
4. Dr. Brian Sponsler presented on Facilitating Success: Student Affairs Professionals & the Student Success Agenda.

NUFP Preconference Institute, November 4, 2013, Andrew Gonzalez, Coordinator

1. 11 Participants
2. Presenters
 - a. Alexander Gonzalez
 - b. Celestina Torrez
 - c. Christopher Flores
 - d. Brittany Nefci

Professional Standards Chair:

1. Utilized the professional competencies at the NASPA Annual Conference as well as at other NASPA institutes, conferences, and initiatives
 - a. Presented "Reflecting on the NASPA / ACPA Professional Competency Areas: Potential for Leadership," at the NASPA IV-W / ArCPA Conference in Hot Springs, Arkansas, November 3-6.
 - b. Utilized the professional competencies as part of the New Professionals Institute, NUPF Institute, and discussed them at the SSAO Institute & SSAO Breakfast at the NASPA IV-W / ArCPA Conference.
2. Worked with our Region IV-W faculty liaison to identify ways to incorporate the professional competencies into graduate programs & spread the word (Faculty Liaison); presented the competencies at the SSAO breakfast; generated some good ideas with the Faculty Liaison at this meeting.
3. Assisted the Conference chairs in reviewing Professional Competency 'labels' for each conference session & utilized the icons in the program booklets.
4. Every Professional Competency was presented twice (or more) at the fall Regional Conference.
5. Assisted the Conference chairs in providing competency evaluation information on the fall Regional Conference evaluation. It was a good starting point to gather more information from regional members, but the process became long as I tried to incorporate a pre- / post-knowledge assessment. Some of the key take-aways follow in number 6-9:
6. Of the 160 respondents, 101 "agreed" or "strongly agreed" that they are more aware of the Professional Competency Areas for Student Affairs Practitioners because of their participation in the NASPA IV-W Regional Conference. Only 28 disagreed or strongly disagreed, and 28 were neutral. 3 did not respond.
7. Of the 160 respondents, 72 agreed or strongly agreed with the following statement: "I used the Professional Competency icons provided in the NASPA IV-W Regional Conference guide to help determine which sessions I would attend." 29 were neutral; 51 disagreed or strongly disagreed; 8 chose N/A.
8. Respondents were asked which Professional Competency areas they would like more sessions based around at future conferences. The top 5 are: Student Learning & Development (83); Law, Policy, Governance (69); Equity, Diversity, & Inclusion (67); Leadership (66); Assessment, Evaluation, & Research (52). 26 "specific topics" were then listed.
9. 45 respondents provided ways in which the Professional Competency Areas for Student Affairs Practitioners are currently being used on their campus. Some of these are:
 - a. During meetings with supervisors to evaluate skills & mentor to the next level
 - b. In annual reviews & goal setting
 - c. As a discussion topic
 - d. Graduate preparation program, particularly in assistantship performance feedback & professional development
 - e. In graduate school curriculum
 - f. Personally—in developing annual SMART goals
 - g. In programming, hiring practices, & goal setting
 - h. Featured as part of a professional development series
 - i. In revisiting Student Affairs strategic plans, in relation to the Institution's mission; to define the Housing mission statement
 - j. In training & updates
 - k. In program review & assessment cycles
 - l. Through daily work
 - m. In position descriptions

WEBINAR:

NASPA Community College Division Online Series Webinar

Topic: Care and Conduct in the Community College, hosted by Carla Stein
March 6, 2014

Advocacy

1. With our faculty liaison, Professional Standards Chair will support her work:
 - a. Will advocate for faculty inclusion related to conference program sessions and networking
 - b. Will advocate for scholar/practitioner models for Student Affairs Divisions in our region
 - c. Will advocate for research being conducted throughout our region!
2. SSAO Liaison continues to develop strong collaborations among constituency groups including:
 - a. Senior Student Affairs Officers (SSAO's) and the Faculty meet for breakfast meetings at the regional and national meetings to discuss curriculum needs for professional development programs
 - b. SSAO's, Faculty and Research Division are interacting in regard to research topics/joint authorship for publications.
 - c. SSAO's and the James E. Scott Academy conversations regarding professional development opportunities for senior leadership.

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

1.3 Tighten and align the connections among theory, research, and practice.

- Provided information on each of the core competencies through program icons. All of the competencies will be presented on a minimum of five times with assessment built into the conference evaluation.
 - Advising and Helping—14
 - Assessment, Evaluation and Research—8
 - Equity, Diversity and Inclusion—12
 - Ethical Professional Practice—5
 - History, Philosophy and Values—5
 - Human and Organizational Resources—6
 - Law, Policy, and Governance—5
 - Leadership—19
 - Personal Foundations—10
 - Student Learning and Development—15
- Support research project by graduate student focused on the experiences of former participants of the New Professionals Institute
 - Thesis will be completed spring 2014
 - Opportunities to present at the regional conference
 - Encouraged submission for publication in numerous related journals

Goal 2

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

Objectives

- 2.2 Define, adopt, and communicate a public stance on critical policy issues in higher education.
 - Our Knowledge Community Representatives created one-page “Hot Topic” sheets identifying issues in their areas. This information was shared in person at the Regional Conference and will be shared throughout the year in virtual communications.

Goal 4

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

Objectives

- 4.4 Increase opportunities for innovation through technology.
 - Helped transition the regional website to the new website format. Currently working with newsletter editor on ways to use the blog to share information with the region.
- 4.7 Examine resources and staffing to ensure alignment with strategic planning goals.
 - Formed ad hoc committee to review organizational structure of the region for efficiencies and deficiencies.
 - Formed ad hoc committee to review finance model for the region and recommended best practices to be good stewards of regional resources and to utilize funding to meet the needs of the regional membership.