



**NASPA**<sup>®</sup>

Region IV-W

**Jerrid P. Freeman**

**NASPA Region IV-W, Regional Director**

**Report for the March 2018 Board of Directors Meeting**

**February 2, 2018**

## **NASPA Board Action Items**

None at this time

## **Leadership & Member Engagement**

### **June 2017**

- **KC Activities**
  - Student Athlete KC - Developing awards for the KC, and looking at methods for fundraising
  - Asian Pacific Islander KC - Submitted a blog, participated in the NDSU Critical Conversations diversity conference, are creating a database of API focused diversity offices in the region, will have a dinner and API “check-in” with members at the fall 2017 conference.
  - Indigenous Peoples KC - Co-published an article in the Annual KC Conference Publication on Indigenous Protocol Practice.
  - External Relations & Fundraising KC - Working with other regional counterparts to plan a conference proposal at the fall 2017 conference.
  - Sorority & Fraternity Life KC - SFL had a pre-con for SSAO’s at the national conference, contributed to the conversation on AFA and NASPA partnering to benefit members, and working on a program proposal for the fall 2017 conference.
  - Multiracial KC - had a pre-con at the NASPA national conference on “re-defining race-based narratives” and was on the planning committee, participated in the Family Photo narrative that turned into an iBook, partnering with Gender and Sexuality and New Professionals and Grad Students to do a webinar on intersectionality, wrote a blog in February titled “She looks like you”, on the MultiRacial planning committee at KSU for a series of programming topics and panel discussions.
  - Student Career Development KC - created an email for the KC

([naspa4weststudentcareerlevel@gmail.com](mailto:naspa4weststudentcareerlevel@gmail.com)) and created a SCD facebook group.

- Men & Masculinities only had one conference call in the spring with the National Chairs, so it's hard for our rep to be involved, when the National KC Chairs aren't active.

- **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 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.
- Membership Coordinator involved on ad hoc committee for planning quarterly "Critical Conversations" calls for regional members
- Josh Alvarez will serve as a panelist for the July critical conversation.
- Josh Alvarez outreaching Canadian members to inquire about a State Membership Coordinator in the provinces and to promote the regional conference.
- 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.
- State Membership Coordinators collaborated with professional development conferences within their state to promote NASPA.
- Reaching out to statewide higher ed/student affairs organizations for further collaboration.
- Each month, tracked trends in membership for each state.
- Monthly newsletters highlighting all areas of NASPA IV-W have continued and were distributed all months in 2017.
- NASPA IV-W continues to increase social media outreach for the following platforms: Facebook (781 likes), Twitter (1,247 followers), and LinkedIn (59 members).

- **Finance**

- New Coordinator of Finances and Corporate Sponsor Liaison have been named.
- 2017 Regional conference budget and schedule approved during Summer Advisory Board meeting. Anticipating 278 registrants, with \$73,646 in revenue and \$72,354 in expenses.

- 2017-2018 Regional budget (\$45,456) approved during Summer Advisory Board meeting. Budget includes several new initiatives: regional spring event hosted at a campus, summer cabinet retreat, and a regional version of NASPA SERVE.
- **Professional Standards**
  - Continue to work with work group to provide information and outreach to region members. We are planning webinars, blog posts and information sessions that are centered on topics that are represented in the Professional Standards Work group of Region IV West will occur in 2017-2018.
  - Actively engaged members through the monthly Blog.
  - Actively engaged members through various presentations at the Fall Regional Conference.
  - Seminal Document being updated nationally.
  - We are in the process of selecting Professional Competency Areas for each board position and will place 2-3 competencies in each job description.
  - Will be providing blog post for James E Scott Academy in June 2017
  - Developing webinars to be conducted in the Region for spring 2017. One will center on Public Policy and the other on Research and Faculty
- **Award Recognition**
  - In 2016 NASPA IV-W received 83 nominations for 2016 NASPA IV-W awards (increased by 11 nominations compared to 2015). The goal for 2017 is 90 nominations, with all eligible awards being presented at the 2017 Regional Conference.
  - As a Region, we have obtained our NASPA gives goals every year. This year our NASPA gives goal is set at 100 Participants and \$18,000, slightly above what we were able to obtain last year. A social media campaign occurred in May to push the region toward its goals, with additional outreach planned for June. As of May 31, progress toward goals were as follows: 90/100 donors and \$15,316/\$18,000. Working hard to meet our Foundation goals as we fell behind this year in our efforts. More personalized efforts with the board specifically.

***RD Elect***

Legislation for the Region IV-W SERVE Academy was presented and voted on at the Summer Regional Board meeting. The legislation passed; Brett Bruner, Fort Hays State University, has accepted the inaugural position. The submitted legislation is below.

**Overview:**

Creating mentoring, connection & involvement opportunities for rising leaders within the NASPA-IV-W Region. Supports the 2015-2018 NASPA Strategic Plan Goals / Objectives 1.1, 1.3, 1.4, 4.4, and 5.5.

**Description:**

It is our role as an Association to help our members feel a connection to the region and the Association; a sense of belonging and purpose for their membership. The SERVE (Supporting, Expanding and

Recruiting Volunteer Excellence) Academy was recently developed at the National level for mid-to-senior level professionals ([https://www.naspa.org/images/uploads/main/NASPA\\_SERVE\\_Overview\\_Final.pdf](https://www.naspa.org/images/uploads/main/NASPA_SERVE_Overview_Final.pdf)). This legislation creates a version of the SERVE Academy at the Regional level to further engage our members in a mentorship program while creating a new pipeline and succession plan of leaders.

- The Regional SERVE Director works closely with the Board to create sessions & experiences for participants. The Regional SERVE Director position will be posted on Volunteer Central.
- The SERVE member application will be posted online; selection will be based on responses to questions such as:
  - What are your aspirations for volunteer involvement with NASPA, and how do you see this program helping you to achieve those goals? (Mirrors National application)
  - What do you see as a member's role in a Regional / national association?
  - What is your leadership philosophy and how have you exemplified these qualities in your work, community, etc.? (Mirrors National application)
- Current and past Regional Board members will assist as SERVE mentors; each participant will be paired with a Regional mentor.

**Requested:**

Therefore, the addition of a Regional SERVE Director to the Board (or co-Directors) is requested, for a 3-year appointment. The program will be evaluated at the conclusion of each class; at the close of the 3-year period, the program as a whole will be evaluated, with a determination to be made at that time to continue or terminate the program.

Additionally, financial support of up to \$1500 / year is requested to develop the program, added as a budgetary line item. Funds may be used for technology, meeting logistics at fall conference site, recruitment, and / or other purchases deemed necessary by the Regional SERVE Director.

**November 2017**

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 Grospitch, 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:

- |                       |                                                                                  |
|-----------------------|----------------------------------------------------------------------------------|
| ○ 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 ed/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-Coordination 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-Coordination 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 Coordination 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.

## Feb. 2018

### 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 VP's, and Chair's of higher education programs to promote NASPA benefits student affairs divisions, faculty, and graduate students.
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- NASPA IV-W continues to increase social media outreach for the following platforms: Facebook (853 likes), Twitter (852 followers), and LinkedIn (58 members).
- Advisory Board/Division/ KC Activities
  - KC Trivia Night at fall conference -80+ in attendance. Fun trivia event to allow KC Reps to interact with grad student and new professional members
  - Coordination of KC Mini Presentations – 5-7 minute presentations during the fall conference to orient participants to the efforts of each KC
- The 4W SCU Advisory Board has been meeting regularly, and we are in the beginning stages of planning a possible webinar we can offer regarding Title IX compliance in SCU environments. We have also determined a format for our program submissions for the 4W conference in October. (look how early we are!)

### Membership

- Regional Membership Coordinator and State Membership Coordinators meet monthly to provide updates, check-in with each other, and discuss legislation or new ideas.
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- State Membership Coordinators collaborated with professional development conferences within their state to promote NASPA.
- Reaching out to statewide higher ed/student affairs organizations for further collaboration.
- Each month, tracked trends in membership for each state.
- As of 1/29/2018, Region IV-W has 1,364 Active Members.
- The 2017 IV-West conference held in Lincoln, NE exceeded registration and budget goals and will provide a much higher than anticipated return to the region, approximately \$18,000.
- Thanks to the efforts of Dr. Teresa Clouch, Corporate Sponsors Liaison, the region exceeded its budgeted sponsorships revenue goal (\$15,000) by generating \$15,500 cash and another \$7,060 in in-kind donations through generous partnerships with 13 organizations.

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## Professional Development & Events

### **June 2017**

#### **KCs**

- Summer Board Meeting (May 25 & 26) - Planning for fall conference events (Trivia Night and KC Mini Presentations)

#### **RD Elect**

Ryan Gove, University of Kansas Medical Center, & Cassie Gerhardt, University of North Dakota, have accepted the roles of 2018 Regional Conference Co-Chairs. Shana worked with Experient to find hotel sites in three locations: Kansas, North Dakota, and Wyoming. The Board reviewed the information at our summer board meeting and selected the Wichita Marriott in Wichita, KS as our hotel site for the 2018 conference.

Shana drafted legislation that creates a conference rotation schedule, hitting most of the states in our region in an intentional, scheduled manner. This legislation will be discussed by our Cabinet in future months & voted upon at the fall regional meeting.

## **Region IV-West Summer Board Meeting**

*May 25, 2017 – May 26, 2017 ∅ Embassy Suites, University of Nebraska, Lincoln, NE*

- Cabinet & Board Members, to include Knowledge Community Chairs attended.
- Pre-meeting sessions were held by the conference committee, including a tour of the University's football stadium as a possible conference site location.
- Instead of Region IV-West's typical common book read, staff members from the University of Nebraska recreation department conducted icebreakers & teambuilders for the group.
- Key pieces of legislation / discussion included future conference site discussions, the Regional SERVE legislation, and discussion on national & regional legislations regarding the Knowledge Communities.
- We recently passed legislation and adjusted the Regional org chart to include a position to organize the Critical Conversations Webinars minimally four times a year and the spring event for the region.
- Approved the Lincoln conference budget and the regional annual budget to include all new regional initiatives.
- Created the infrastructure to do a better job of marketing all the events happening all over the region to our membership for professional development.

## **November 2017**

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 critical conversation to date at around 25.

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

## February 2018

### NASPA IV-W Regional Conference

*November 7-9, 2018 ◊ Embassy Suites, Lincoln, NE*

**Cultivating a New Crop** is the guiding vision through which the activities and programs of the conference will be centered. The beautiful location, near University of Nebraska, Lincoln, truly affords participants the opportunity to reflect on opportunities to cultivate a new crop. Program events that specifically support this include:

- **“Deep Dive” Sessions** – Concurrent programs focused on the three themes of race and intercultural dialogue; health and wellness; and support of military and veteran students. These 2-hour sessions are facilitated by selected professionals from the region, and followed by “SA Talks” – small group discussions facilitated by graduate and new professional students.

Additional highlights of the program include:

- Two Major Speakers – Paul Engler (How Social Movements Change the World) and Dr. Larry Roper
- Pre-Con focused on first generation college students
- Celebration with coordination of First-Gen Day on November 8th!
- 6 Learning Sessions
- A Thursday morning closing session with recognition, transition, and entertainment/reflection
- Award presentations throughout
- NUFP Reception and SSAO Breakfast
- Celebration at UNL Football Stadium
- Regional Business Meeting
- Fun Run
- Workout Classes
- Social Media Fun
- Snapchat fun & Button flair
- Exhibitor event Meet & Greet

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### **CONFERENCE COSTS**

Updates on conference costs include:

- A projected conference rate of \$259.
- A projected conference rate for students that minimally covers the meals expenses.
- The hotel room rate of \$169 (includes the internet and discounted valet parking).
- Valet parking discounted to \$15 in November

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### **Numbers**

- Registration Breakdown
  - 364
- 54 of Programs Submitted
- 40 of Programs Accepted
- 40+ Volunteers

**Sponsorship:**

- A total of 13 corporations or individuals provided in-kind donations or sponsorship contributions. Our largest donor, Aramark, served as Platinum sponsors, attending as an exhibitor and providing in-kind support as the SSAO reception sponsor, with leftover funds supporting the region. Leadershape was also a Platinum sponsor and provided an in-kind learning session on Resiliency.

In Kind donations	\$7,894
Sponsorship Contributions	\$14,666
TOTAL	\$22,560

- **Budget:**

- Final budget figures are still being reconciled, but we have estimated that the conference collected registration revenues totaling approximately \$80,780. Additional revenue (e.g., Regional support, WiFi sponsorship) adds \$7,093 for a grand Revenue total estimated at \$87,873. Expenses are currently estimated to be \$61,777, for a positive difference of \$26,096.
- We are extremely pleased by the response to the 2017 IV-West Conference. The budget was built on an expectation of 321 registrants and realized 364 colleagues in attendance. A late and pronounced surge in registration, coupled with savings realized by maximizing comped rooms through the hotel to offset budget costs, position this conference to return a much larger than anticipated return to the region. The original budget projected a conservative \$4,000 return. Once all income and expenditure figures are finalized, the return to the region could be roughly \$20,000.

**NASPA National Conference – Small Colleges and Universities**

*March 2-6, 2018 ◊ Philadelphia, PA*

- Number of Attendees/Participants: TBD
- Extended Session for the Small Colleges and Universities

**NASPA IV-W 2018 Regional Conference**

- Will be in Wichita, KS this upcoming year.

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

**June 2017**

- We just completed our yearly grant application process and had 12 stellar applications for the \$1,000 worth of research support funds. This interest and number of applicants has been

continuously increasing, which is a great thing considered this project has been a slow fire over the past 6 years.

- We have worked to partner with other state associations more effectively as well and the RD will attend the Kansas State Organization meeting as well. We also designed their logo and trying to partner more effectively to benefit out membership.
- We also plan to have the MIAA VPSA's have a meeting at the Lincoln conference in November while the Missouri VPSA's attended the St. Louis conference last year.

### **November 2017**

- 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.

### **February 2018**

#### **Research and Policy**

- Distributed the 2016-17 grant in the spring to Dr. Evette Allen of Arkansas State University for the research study, "The role of professional associations for student affairs graduate and new professionals." The grant was \$1000.
- Dr. Allen presented on her research at the 2017 Regional Conference.
- There is not a research grant for 2017-18 because the region did not reach its fundraising goal.

#### **Finance**

- For 2016-2017, IV-West achieved its 100-donor goal for #NASPA gives by realizing 109 donors; however, the region fell just short (5%) of its \$18,000 monetary goal by raising \$17,063.
- The 2017-2018 #NASPAgives goals for IV-West remain the same at \$18,000 and 100 donors, but for this year we designated the first \$500 award for research grant(s) and the second \$500 for graduate student travel support to attend the regional conference.
- IV-West Foundation Ambassadors, Sara Mata and David Adams, jumpstarted the 2017-2018 #NASPAgives campaign with a donation push leading up to and during the regional conference, where \$20+ donors received a NASPA scarf for their gift. Subsequent periods of emphasis were/will be Giving Tuesday, calendar year-end, the national conference, and NASPA fiscal-year end. We are not receiving updates from the national office as frequently as before regarding #NASPAgives.