



**NASPA Region I
November 2014**

NASPA Board Action Items

None at this time

NASPA Mission

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

Leadership

David Zamojski (Boston University), Past Regional Director, continues to serve on NASPA's Regional Governance Task Force; the task force will complete its work late this fall when it submits a final report and recommendations to the NASPA Board of Directors. David was recently appointed to a small planning group that will assist the NASPA staff and 2015 NASPA Annual Conference Committee with celebrating the 50th anniversary of NASPA's Regions at the New Orleans conference. (Regions were created in 1965.) Finally, he is wrapping up the work of a sub-committee of the NASPA Board that he chairs that re-wrote descriptions of NASPA's national awards and developed rubrics for the NASPA Board's Selections & Awards Committee to facilitate the process of choosing award recipients.

Adult Learners and Students with Children KC: Michael Cunningham (Community College of Rhode Island) reports interest has been low in the activities of this Knowledge Community. After several attempts, emphasis has shifted to participating in the national KC by participating in monthly phone calls and seeking suggestions and ideas from the National Chair's advisory group. That activity has ceased recently.

African American (AAKC): Wanda Tyler (University of New Haven) reports the Region I AAKC Leadership Team (consisting of the AAKC Representative and colleagues from University of New Haven, Fairfield University, Quinnipiac University, St. Anselm College and Southern Connecticut State University) have been working together to execute the work of the KC at the regional level.

A call was sent out in early April 2014 to regional members of the AAKC to apply for the following Leadership Team positions: Director of Communications, Program Planning and Development Chair, Outreach and Conference Coordinator, and Development Chair. Unfortunately, there was no response

to our postings on Facebook and via email. As such, the current Leadership Team will continue the work and welcome volunteers who come forward in the future.

Annual Conference

Cameron Smith (Boston College) has been selected as the 2015 Conference Chair. The Conference Committee has asked KCs, Divisions, and States to host poster sessions, breakfast roundtables, as well as recommend education sessions that they feel their members would be interested in. The Conference Committee is trying a Paint Night to Benefit the NASPA Foundation. So far there has been a positive response. The first 47 seats sold out in less than 3 hours.

Asian and Pacific Islanders KC: The representative, Judy Kawamoto (Bryant University) has recruited the following members for the committee: Anthony Mam (Roger Williams University), Anna Takahama (Bryant University).

Assessment, Evaluation and Research: Catherine Holbrook (Bridgewater State University) assumed the role of KC Chair in October, 2014. Other Leadership Team members include:

Judy McGuire Robinson (Massachusetts Institute of Technology), David Stender (Framingham State University), Peter Fowler (Wentworth Institute of Technology), Kim Silcox (Eastern Connecticut State University), Mike Ormsby (University of Hartford), Nilam Kotadia (Massachusetts Institute of Technology).

Awards

Jen Maitino (Wentworth Institute) continues to coordinate the awards process for Region I. The Region received a strong set of award nominations that break down as follows: 63 total nominations, 47 State Awards, 12 Regional Award Nominations, and 4 National Award Nominations. Winners will be announced at the upcoming Region I Conference in November.

Communications

The Communications Team led the charge in promoting Careers in Student Affairs month in October. There were 12 professional profiles about #CSAM and promoted via the Tumblr. There were over 15 SALT graduate profiles shared as well. Social Media Coordinator led the 31 reasons campaign to tweet once per day about the student affairs field. In addition, the Communications Team promoted the events taking place to celebrate the month as well. One challenge is the email system generator, and lack of options to send targeted messages to specific group. Communications Director is working with membership coordinator to try and get more options.

Social Media: The goal was to reach 1,000 follows on Twitter; the account now has 1,142. There have been 1,012 tweets. There are 769 Facebook members. The #CSAM14 campaign brought a lot of traffic to the Social Media outlets. There will be live tweeting at NASPA Region I sessions.

Graphics: A graphic request form was created to be used on the NASPA website and has made submitting requests more convenient and consistent. Graphics have been getting used more frequently.

Since the last report, a graphic for the MA NASPA October event, 12 Professional Profiles and 2 SALT graphics were created.

Tumblr: The Tumblr page has become popular with members; Google analytics shows the number of views each month. As expected, views go up after the monthly email is sent. In addition, social media posts promoting the Tumblr have helped as well. There were 3,023 total views

Community Colleges

Under the leadership of Kristina Testa Buzzeee (Norwalk Community College) and with the support of the committee of Brian Mitra, and Carla Stein the 2014-2015 Goals for the Community College Division New Professionals and Graduate Student Committee were drafted

Testa-Buzzee often posted NASPA CCD Announcements on Student Affairs Professional FB group and recommended CC Professionals to serve on Regional Awards Committee and Regional Directors Elect Committee. As one of the Regional Representatives on the CC Division, the best practices for regional reps were articulated and distributed at a CC NASPA Summit in October.

Disabilities KC (DSKC)

A leadership team has been established. The following members are actively involved; Karen Lohr (University of Connecticut), Michael Kennedy (University of Hartford) and Michael Prinkey (Champlain). DSKC Representative Angie Diaz (University of Massachusetts/Lowell) participated as a panelist for the MA NASPA professional development opportunity on October 24th on "When Mental Health Becomes a Community Issues". The panel discussion was from 2pm - 4pm at Mass Bay Community College in Wellesley, MA. The Region I DKC task force helped to promote the MA NASPA panel discussion via the twitter using the twitter name @NASPA_R1_DKC and via the tumblr newsletter page for Region I.

International Education (IEKC): Representative Laura Carfang (Babson College) reports that monthly emails were sent out to the IEKC Membership in June, July, August, September and October.

Knowledge Community (KC) Co-Chairs

Allison Gill (Merrimack College) and Jennifer Stanley (Roger Williams University) report they have completed on-going training for newly selected KC Representatives. Conference call was conducted on Thursday, Oct. 16th with Regional KC Reps. Individual follow-ups continuing to take place in an effort to "on board" new KC leaders and prepare them for their roles. On-going work continues with the Region I Conference Committee to streamline KC program submissions, review of programs and to ensure adequate KC representation. Gill and Stanley will be hosting a KC information table at the conference with informational materials and KC Rep Display. They also plan to hold a KC breakfast on Tuesday, Nov. 18th. They continuing to connect with National Chairs and regional membership to fill 2 current vacant KC positions – IP KC and Multiracial KC

Latino/a KC:

The following professionals are serving on the LKC leadership team: Constanza Cabello LKC Region I Representative (University of Massachusetts/Lowell), Walter Diaz (Eastern Connecticut State University), Melisa Jaquez (College of the Holy Cross), Omar Rodriguez (Stonehill College), Cindy Sanders (University of Hartford), Almelinda Vazquez (Eastern Connecticut State University), Edili Lopez (Eastern Connecticut State University), Mike Pina (Stonehill College).

The Region I LKC has allocated the \$350 Regional KC budget towards the upcoming Drive In on November 7th – Learning to Lead: Strategies for Student Affairs Professionals of Color at Bryant University (Smithfield, RI). We are collaborating with the Region 1 APIKC and AAKC. We have secured Bryant University and LatinosInHigherEducation.Com as cosponsors.

The IKC Leadership team activity has included 6 Professional Development Team conference Calls, 2 Regional KC Chair conference calls and 1 all-day leadership retreat.

Cabello reports that she has filled all positions on the Region I LKC Leadership Team, scheduled monthly conference call for Region I Team, attended Regional Board Advisory Meeting in Summer 2014 and participated in several regional and national KC phone calls. Omar Rodriguez, the Membership & Outreach Chair, reports working to develop engagement opportunities for the general interest members. He has reached out to Regional Board to obtain contacts for Region I Latino/a KC members.

State of Massachusetts

James Frier, the state board Website & Technology representative has resigned. Matt Heiser, Resident Director at Wentworth Institute of Technology was named his replacement. The Massachusetts State Scholarship Selection Committee has been appointed to review and select our state award winners. The Committee included: Hank Parkinson (Fitchburg State University), Paul Gordon-Brown (Boston College) Ann Coyne (Suffolk University), Chuck Collins (Babson College), Lucas Malo, (Brandeis University), Joan Kwiatek (Merrimack College). Kevin McIntosh (Harvard Graduate School of Education).

New Professional Mentor Institute (NMPI)

The NMPI Planning Committee has been meeting to plan the upcoming 2014-2015 program. The Committee met on July 8th at Assumption College to evaluate the 2013-2014 program and plan NMPI for 2014-2015. The committee is comprised of Ted Zito, Keyne Cahoon, Peter Wiernicki, Thomas Harwell and Caitie Abrahamson. The program goals are to implement and assess a mentorship program that will supplement mentees and mentors professional development experience, provide the opportunity for mentors (mid-level to seasoned professionals) to support the growth of our mentees (new professionals), provide the opportunity for mentees to share their experiences as a new professional while allowing mentors to provide and gain perspective on the changing landscape of higher education, and evaluate the current program and adjust accordingly.

The committee discussed the following improvements for this year's program: utilize the NASPA Professional Competency Areas in planning, continue to encourage mentor/mentee interactions throughout the four sessions, create ways to link NMPI with the Student Affairs Leaders of Tomorrow (SALT) 2014 class, and create additional opportunities for mentees and mentors to connect outside of scheduled meetings. Mentor and mentee applications were due on November 7th with notification of

acceptance/denial on November 21st. Session dates are schedule for December 12th, January 23rd, February 27th and April 10th and will included the following topics: the Future of University Finance, the Changing Landscape of Mental Health in Higher Education, Wellness and Balance, Diversity and Inclusion in Higher Education and Navigating Campus Politics. Scheduled presenters include Michael Alexander, Beth Moriarty, Neil Castronovo, Elizabeth Drexler-Hines, Liz Talusan, Nancy Crimmin and Pauline Dobrowski. The committee has had three subsequent conference calls. As of October 31, 2014 there were five mentor applications and one mentee application with a November 7th deadline.

Socioeconomic Class and Status KC: Representative Jacinda Felix Haro (Suffolk University) reports the KC is currently looking for people to run for KC Co-Chair for a 2015-2017 term. The chair would serve alongside the current chair and founding member, Clare Cady, while organizing KC leadership, developing vision for the KC, and engaging in communication between KC members, leadership, and NASPA Headquarters.

Spirituality and Religion in Higher Education KC: Representative Amy Fisher (Suffolk University) reports that she is participating in National KC Conference Calls monthly and hosted a July/Aug 2014 Summer Series Social “media conversation” on World Religions: “Faith & Knowledge”

Student Affairs Partnering with Academic Affairs KC: SAPAA KC for Region I is led by KC Representative Daryl Healea, Boston University, whose term will end in March of 2016. The Leadership Team supporting Healea in his work is comprised of the following volunteers within Region I: Daniel LaBonte (Wesleyan University), Erika Paradis (Clark University), Deb McCullogh (Boston University), Rebecca Pickering (Central Connecticut State University), Michael Prinkey (Champlain College), Ophelie Roew-Allen (Fairfield University), Elizabeth Teurlay (Brandeis University), and DaVaughn Vincent-Bryan (Clark University).

Student Leadership KC: Representative, Sky Georges (Lesley University) reports his Leadership team as the following: Social Programming and Networking Coordinator: Rebecca Lindley, Research and Content: Kat Dougherty, Professional Development and Educational Programming: Tasha Coppett and Shane Lloyd, Communication Coordinator: Jeffrey Morris

Sustainability KC: Lisa Tornatore (Boston University) is an active member of the Sustainability in Student Affairs LinkedIn group, of which all regional Sustainability KC representatives subscribe and share ideas for collaboration. The KC Leadership team consists of the Chair and two volunteer members.

Treasurer

Jenn Kosses (Wentworth Institute) reports that Region I has spent roughly 6% of their allocated budget for the 2014-2015 fiscal year. Region I will be moving fund in certificates of deposits and money market accounts into a new bank as those accounts reach maturity dates. Kosses is working with the Conference Chair and Conference Treasurer with all finances related to the upcoming Region I conference

Wellness and Health Promotions KC: Melinda Stoop (Framingham State University) reports the KC leadership team members are: Christyn Bergquist (UMASS Lowell), Allison Leventhal (Brandeis University), Don Camelio (Massachusetts Institute of Technology), and Rhonda Spaziani (Three Rivers Community College). In terms of Member Engagement, four emails were sent to the Region I KC during this reporting period. Emails included: Information about a workshop being offered by the Region I HWP KC (see professional development section); A reminder about the upcoming deadline for Region I awards and encouraging submissions; Two emails containing information about upcoming conferences/workshops of relevance to the KC and links to resources/articles of potential interest.

WISA: Erika Lamarre (Brandeis University) reports the WISA Region 1 leadership team includes Elizabeth Tuerley (Brandeis University) and Briana Sevigny (Northeastern University). The WISA Region 1 KC is at 261 members. The WISA rep encouraged each member to personally invite 3 colleagues to join. The WISA Region 1 Facebook group has increased to 268 members.

Scholarship

Annual Conference

The Regional Conference will provide an opportunity for a “Research in Action” education session series by Dr. Annemarie Vaccaro and Dr. Zeke Kimball.

African American KC: The Region I AAKC Leadership Team will continue to work with colleagues in the region to submit articles for the Region I and AAKC newsletters. The Leadership Team is also brainstorming ideas and topics for a series of bi-monthly “dial ins” or conference calls discussing issues pertinent to the AAKC and student affairs as a whole. Suggested topics include the following: Supporting male students of color (partnership with Men and Masculinities KC and/or other ethnically-based KCs) using [Eastern CT State Univ.](#) and [UMass-Lowell](#) – MALES program as a model, The Future of Diversity/Multicultural Affairs, Cultural Centers and Operationalizing [NASPA/ACPA Professional Competencies](#) so that they can be used to create workshop series, staff evaluations, job descriptions, etc.

Assessment, Evaluation and Research (AERKC) The Region 1 AER KC is in the midst of research project with student affairs professionals in the region to learn more about the success and challenges of creating a culture of assessment within Student Affairs divisions.

IEKC: Representative Laura Carfang (Babson College) solicited requests from members to submit session proposals for both the Regional conference and the National conference and solicited requests from regional members to contribute an essay on an international topic to appear in the KC NAPSA journal. There were 2 webinars: August 6th at 1pm - “Think Global: Welcoming International Students to Campus: <http://higheredlive.com/think-global-welcoming-international-students-to-campus/> presented by Heather Shea Gasser, Dr. Kathy M. Collins, Dr. Rachel A. Beech, and Robert Coffey. August 27th at 1:30,

“Faculty and Intercultural Competence” <http://www.melibeeglobal.com/melibeeu/a-conversation-with-dr-darla-deardorff-faculty-and-intercultural-competence/> presented by Dr. Darla Deardorff.

Latino/a KC: Representative reports the Region I LKC has submitted monthly to the National Latino/a KC Third Thursday e-mail, they submitted monthly to the NASPA Region 1 Tumblr Page and also sent monthly “LKC Region 1 Updates” to the Region

Student Affairs Partnering with Academic Affairs KC: Michael Prinkey and Elizabeth Teurlay volunteered to co-author an article for Synergy on a facet of academic advising: http://www.naspa.org/images/uploads/kcs/SAPAA_Synergy_2014_October.pdf

Sustainability KC: Lisa Tornatore(Boston University,)published an article entitled “Sustainability at Move-In: Creating New Habits”, September 3, 2014. The Chair maintains and posts articles on the [NASPA Region 1 Sustainability KC Facebook](#) page.

Professional Development

Administrators for Graduate and Professional Student Services (AGAPSS) hosted a one-day conference **AGAPSS Region 1 One-Day Conference – “Building a Comprehensive Graduate Student Life Program** October 17, 2014 ♦ Harvard Graduate School of Education/Cambridge, MA

- Number of Attendees/Participants: 56 attendees
- Description of Program
 - Registration/Networking Time
 - Keynote Address
 - 4 15-20 minute “Ted” Talks, followed by roundtable breakout sessions led by the Ted Talkers
 - Closing panel discussion – 4 panelists with questions from the attendees.
- How many sessions? Who were the keynote speakers
 - Keynote Speaker – Gina Grubb Frank, Quinnipiac University
 - 4 Ted Talks
 - Supporting Families
 - Assessment
 - Leadership
 - Veterans
 - 4 Breakout roundtable discussions
 - 1 panel discussion with 4 panelists
- Successes of the event/changes that one would make next year.
 - Initial feedback from the attendees was very positive. We allowed a lot of time for networking and discussion which was appreciated. The Ted talks were on very different topics, which allowed for different interests to be addressed.

Annual Conference

The NASPA Region I Conference will be held on November 16- 19, 2014 at Hyatt, Newport, Rhode Island. As of 10/31/2014 there were 537 registrants. There will be 5 lunch and learn sessions, CSAO Institute, SALT Program, approximately 70 education sessions in various competencies, approximately 10 poster sessions, networking opportunities. Keynote speakers include – Jeff Bauman, Dr. Art Chickering, and Dr. Annemarie Vacarro.

Communications

#CSAM14

October 1-October 31, 2014-various locations

- Undetermined-social media campaign
- The Communications Team led on the Region I promotion of Careers in Student Affairs Month. The program included a minimum of 1 tweet per day highlighting “31 Reasons to work in Student Affairs”, it included quotes from professionals on the Tumblr as well as 12 Professional Profiles created by Graphics, and 15 SALT graduate profiles as well.
- Only recommendation for next year would be to coordinate the components farther in advance and have more advisory board participation. Overall, successful campaign.

Community Colleges

The Community Colleges Division requested and identified the presence of a CC professional in the Student Affairs Undergraduate Leaders of Tomorrow Pathways to the Professions Workshop at Regional Conference. Created a visible NASPA presence in statewide student affairs professional development days in CT and MASS, through professional profiles and sponsorship of activities

State of Connecticut Director Cory Davis reported on an event for the state of Connecticut

Title of Conference

July 25, 2014: Cask Republic, New Haven, Connecticut

- Number of attendees: 35
- Description of Program: This social event was sponsored by the Connecticut NASPA Leadership Team to bring together NASPA professionals from throughout the State of Connecticut for a summer social and happy hour at Cask Republic.
- The Association spent about \$90.00 on food for the event. Alcohol was purchased by individual attendees. Another \$20.00 was reimbursed by the Association to NASPA CT Leadership Team members for printing costs and more “I Love CT” stickers.
- The NASPA CT Leadership Team arrived early to vote on the State Awards which was successful.

Davis also reported other activities for the State of Connecticut including: Careers in Student Affairs month webinars sponsored by NASPA. Each CT NASPA Leadership Team member has signed up to listen to one of the webinars and then sponsor a guided conversation sometime after the webinar is over for folks who attended. Oct 9: The Current State of Student Affairs & Looking toward the Future

Oct 20: Moving into Your Role as a New Professional. Oct 28: Creating and Sustaining Inclusive Campus Communities. Oct 30: Navigating Your NASPA Membership. Specific info has been sent to the CT NASPA membership via e-mail and social media.

State of Massachusetts

The State of Massachusetts hosted an "Entry-Level Professionals Workshop" on August 4, 2014 at the University of Massachusetts Lowell. Approximately 100 individuals attended this event co-sponsored with MCPA & BACHA. The event was a conference for entry-level professionals in the State of Massachusetts. There were 4 program sessions with 4 programs offered each session. This was the first time that MA NASPA was a co-sponsor of this event. In the past this event has been for Resident Director's – MA NASPA requested that the name be changed to entry-level to include staff other than just residence life and housing.

The State of Massachusetts also hosted "When Mental Health Becomes A Community Issue" on October 24th at Massachusetts Bay Community College. Approximately 85 individuals attended this event.

State of New Hampshire

The State of New Hampshire hosted "Voices of Diversity and Inclusion on NH College and University Campuses" on October 21, 2014 at St. Anselm's College in Manchester, NH. 51 Participants.
Demographic Trends in New Hampshire-Yemi Mahoney-St. Anselm College
Identity Development of Diverse Students-Dr. Dottie Morris Keene State College
Thirty Five Dumb Things Well-Intended People Say- Louisa Martin, Southern New Hampshire University

Description of the Program: The panelists engaged in a panel discussion about mental health issues on college campuses, discussed best practices, and shared information on programs at various campuses specific to student affairs. A social followed at Papa Razzi in Wellesley

Panelists: Anyelina Diaz, Assistant Director Disability Services, University of Massachusetts Lowell. Allison Gill, Allison Gill, Associate Dean of Campus Life, Merrimack College. Melinda K. Stoops, Ph.D., Dean of Students, Framingham State University. John O'Keefe, Director of Advising and Academic Support Services and Class Dean, Wellesley College.

State of Rhode Island

The Rhode Island State Board hosted a book discussion. Attendees were invited to share information about higher education related books/articles they'd read recently which would be of interest to others. It was a great way for people to add to their summer reading list.

Eight people representing five institutions attended the book discussion.

The event was very well received and the board plans to host the event again in the future. The board would recommend looking at the timing and perhaps hosting the event in late May/early June.

Veterans' KC

Representative Kristopher (University of Connecticut) reports that there is a significant presence of Region I members on the National Veterans Conference for 2015. 2 members from University of Connecticut

- 1 member from UMass Lowell
- 1 member from UMass Amherst

2015 National Veterans Conference

- Brown Hotel in Louisville KY, 8-10 February 2015
- Description of Program – First year of NASPA control of National Veterans Conference. 5th year in Louisville. Will be last year in Louisville. Probably moving west for 2016.
- Approximately 35 sessions planned
- Keynote speakers – Bryan Adams

Advocacy

Adult Learners and Students with Children KC: Michael Cunningham (Community College of Rhode Island) reports the national advisory group has made Cunningham aware of recent updates/new interpretations of case law and federal regulation regarding issues of pregnancy and Title IX as well as trends in the issues nursing parents face. He is prepared to share that information as needed on the regional basis.

Latino/a KC: Representative Connie Cabello (University of Massachusetts/Lowell) reports that she has created an Advocacy Chair position for the 2014-2106 term. Cabello will lead efforts on LKC advocacy issues for 2014-2016 term and work year round to increase awareness on issue selected by team.

Socioeconomic Class and Status KC: Representative Jacinda Felix Haro (Suffolk University) is working with the Center for Community Engagement at Suffolk University Boston on the creation of a food pantry.

Veterans' KC Representative Perry Kristopher (University of Connecticut) reports that As a group, the veterans resources directors, both inside and outside of NASPA, continue to grow as veterans support becomes formalized and financed on an ever-increasing number of campuses in the Region (and nationwide). Region I NASPA VKC members continue to be on the leading edge of support to veterans and to serve as unofficial consultants and mentors to the campuses trying to establish and develop their programs.

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.
 - 1.1.1 The Tumblr and Social Media outlets are a primary source of information to our region's members about 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.
 - 1.4.1 Best practices are shared via articles and highlights through the Tumblr regularly by various leaders in the field.**

AGAPSS KC: Dan Volchok (Northeastern University) reported the one-day AGAPSS conference brought together NASPA members and non-members in the region for networking, sharing of best practices and support. Showed the value of NASPA and the KC to the professional development of staff who work with graduate students, especially those on the academic side of the house.

WHP KC: The Region I WHP leadership team developed the following goals in this area for the upcoming year:

- To encourage the sharing of information on regional health and wellness related practices of note by encouraging the submission of proposals by KC members to the Region I Conference;
- To disseminate information on student health and wellness to KC members via social media.

Update

- Offered a proposal-writing workshop on 6/23/14 to encourage submission of proposals by KC members for the Region I Conference.
- Created a Region I Facebook page and continued use of LinkedIn site. Also utilized emails (9/18/14 and 10/30/14) to share resources on health and wellness.

Goal 3

WHP KC: The Region I WHP leadership team developed the following goal in this area for the upcoming year:

1. To encourage KC members to examine the intersection of wellness and health promotion with other functional areas in students affairs.
2. 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.

WHP KC: To reach out to the international members of this KC with invitations focused on increased engagement of this group and opportunities for this group of members to share information about their practice (challenges/trends, healthcare, etc...) with the KC.

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.
- 4.4.1 The creation and implementation of the #CSAM14 campaign for the region was the first of more campaigns to come utilizing the technology available to reach a broad audience.**
- 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.

Sustainability KC: Lisa Tornatore (Boston University) participates in regular conference calls with NASPA National Sustainability KC Chairs and [HEASC](#) & [AASHE](#), two leading, national higher education sustainability associations.

WHP KC: To focus on the student members of the KC to identify their unique wants and needs and to encourage engagement in a variety of ways (e.g., SALT Conference, attendance at Region I Conference, participation in regional KC social media).