



Richard DeCapua
Region I Director

Report for the July 2014 Board of Directors Meeting

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

African American KC: 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.

Campus Safety KC: Representative Nick Pirelli, Roxbury Community College, reports that he surveyed KC membership using Survey Monkey and the purpose was to understand the interests of the KC membership.

Disability KC: Angie Diaz, University of Massachusetts Lowell, is working to establish a leadership team. The following members want to get involved and form a team; Karen Lohr at UConn, Michael Kennedy at the University of Hartford and Michael Prinkey at Champlain. As of April interest phone meetings have been held with these members.

- The Region I DKC participated in the NASPA National conference in March of 2014. Angie Diaz attended all DKC related sessions and all board meetings both regionally and nationally.
- Angie Diaz also volunteered at the Knowledge Community fair and promoted the DKC. Angie was able to get NASPA members at large interested in the KC and to sign up for more information on how to log on and become a DKC member via the NASPA website. At the fair Angie collected several signatures and members contact information for follow up on how to become a DKC member. This list was given to the National Reps.
- The Region I DKC helped to promote the day-long, drive-in conference on May 2 at the Harvard Graduate School of Education. This professional opportunity was a co-sponsored by NASPA and AHEAD. The conference served to educate participants on new provisions in federal law that create a baseline for compliance with the passage of the ADAAA (2008) and the EEOC (2011) regulations. The most significant changes in disability law in 20 years and the impact of federal laws will be addressed. The Drive-in was promoted via the DKC regional list serve and via the tumblr page (which is used as a new monthly newsletter format).
- RI State Rep, Veterans KC and Disability KC got together to co-sponsor a one day drive-in. Local college and university professionals were invited to the 2014 NASPA RI Annual "Hot Topics" Drive-in Conference scheduled for Thursday, April 3rd at the Roger Williams University Baypoint Conference Center, in Portsmouth, RI. The program was entitled "Our Changing Student Population from A to V: Tools for Working with Students on the Autism Spectrum, Non-Traditional Students, and Veterans," focuses on emerging student populations in higher ed. The DKC supported this event with funding and by promoting this to members of the knowledge Community.

IEKC: Representative Laura Carfang, Babson College, has created a Region I leadership team drawing upon members of the region. The Leadership team includes 3 members: Aliko Karagiannis (Stonehill College) and Joliana Yee (University of Connecticut) and Noor Ibrahim (Endicott College)

- The IEKC Rep sends out monthly communications to the region. Emails have been sent out in April, 2014, and May 2014. The June email is scheduled to be sent out on June 5th. Email topics include: important information about upcoming conferences, session proposal opportunities, articles related to international education

Latino/a KC: The Region I LKC continues to remain active. The group has experienced tremendous growth and visibility under the leadership of Dr. Walter Diaz (2012-2014 Region I Representative). The Region I LKC transitioned to the 2014-2016 Regional Representative, Constanza Cabello, at the NASPA National Conference.

- We are transitioning to the 2014-2016 leadership team. At this time the Region I LKC Leadership Team consists of:

Constanza Cabello
LKC Region I Representative
Associate Director, Office of Multicultural Affairs
University of Massachusetts Lowell
Email: constanza_cabello@uml.edu

Walter Diaz, Ed. D.,
Past LKC Region I Representative
Dean of Students
Eastern Connecticut State University
Email: diazw@easternct.edu

Melisa Jaquez
ROLE TBA
Assistant Director, Career Planning Center
College of the Holy Cross
Email: mjaquez@holycross.edu

Omar Rodriguez
ROLE TBA
Residence Director
Stonehill College
Email: orodriguez@stonehill.edu

Cindy Sanders
ROLE TBA
Assistant Director for Assessment and Technology, Office of Residential Life
University of Hartford
Email: csanders@HARTFORD.EDU

Amelinda Vazquez
ROLE TBA
Residence Hall Director
Eastern Connecticut State University
Email: vazqueza@easternct.edu

Edili Lopez
ROLE TBA
Residence Hall Director
Eastern Connecticut State University
Email: lopezed@easternct.edu

Mike Piña
ROLE TBA
Residence Director
Stonehill College
Email: mpina@stonehill.edu

- The 2014-2016 team has its first conference call scheduled for June 5th. This call will be followed by a day long planning retreat on Friday, July 18th.

- The team has been active in recruiting members and as a result of our efforts we have over 100 interested members. The team has maintained communication with its members via emails and social media strategies.
- In an effort to increase member engagement and involvement, each Region I LKC Leadership Team member was charged with creating a committee of NASPA members to assist in the planning and execution of duties. These committees have room to grow. We plan to institute a committee structure in the 2014-2016 term as well. The committee read as follows: Professional Development Committee, Membership & Awards Committee, Social Committee, Social Media Committee, Mentoring Relations Committee

MMKC: Representative Michael Ormsby (University of Hartford) reports that he participated in national conference call on May 9th. There was initial interest for the leadership team in the region stands at six members. Four of them will be connecting on a conference call scheduled later this June.

New Professionals and Graduate Students: Kyndra Angell, Northeastern University, reports the KC hosted a Meet & Greet on May 1 to connect upper level SA professionals with New Professionals and Graduate Students in Region I. The KC currently has 6 individuals interested in becoming part of the leadership team

Socioeconomic Class and Status KC: Representative Jacinda Felix Haro (Suffolk University) report that she has put out a call for members but has not received any responses. There are leadership opportunities within the SCHE KC regionally including: Professional Development Coordinator, Research & Policy Coordinator, Partnerships Coordinator, Communications Coordinator, State/Province Liaison. People interested in joining the KC may email at jfelix@suffolk.edu

Student Affairs Partnering with Academic Affairs KC: SAPAA KC for Region I is under the leadership of KC Representative Daryl Healea, Boston University, whose term will end in March of 2016.

- Daryl Healea recruited a talented leadership team to assist with SAPAA KC work in Region I. The members include Daniel LaBonte (Wesleyan University), Erika Paradis (Clark University), Rebecca Pickering (Central Connecticut State University), Michael Prinkey (Champlain College), Ophelia Rowe-Allen (Fairfield University), Jennifer Schiffman (Berklee College of Music), Elizabeth Teurlay (Brandeis University), and DaVaughn Vincent-Bryan (Clark University). This team will volunteer about 2-5 hours per month on SAPAA KC endeavors. Our goals currently include greater inclusion of diversity in NASPA members and leadership, more collaborative programs with our KC colleagues, enhanced professional development opportunities for all SAPAA and NASPA members, increased integration of our graduate students in the KC, and focused activities to promote student development and leadership across our campus.
- Daryl Healea recruited the leadership team largely through the Volunteer portal on the NASPA National website.

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.

- Stephen Nason, former Region I Sustainability KC representative has agreed to serve on a leadership team. No meetings have been held to date. It is expected that the leadership team will meet via quarterly conference calls.
-

Wellness and Health Promotions KC: Melinda Stoops, Framingham State University, reports Wellness and Health Promotion KC members were contacted in March, 2014 to recruit people to serve on a leadership team for the regional KC. This was attempted two years ago, without success. This year, there were several respondents and a leadership team has been developed for this KC.

- KC leadership team members: Christyn Bergquist (UMASS Lowell), Allison Leventhal (Brandeis), Don Camelio (MIT), and Rhonda Spaziani (Three Rivers Community College).
- Three emails were sent to the Region I KC during this reporting period. Emails included:
 - information about the name change of the KC from Health in Higher Education to Wellness and Health Promotion;
 - information about the national conference with an emphasis on Wellness and Health Promotion programs and general program themes;
 - a survey of KC members and interests to plan offerings for upcoming year.

WISA: Erika Lamarre, Brandeis University, reports the WISA Region I leadership team includes Elizabeth Tuerley of Brandeis University and Briana Sevigny of 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.

Kristina Testa-Buzzee (Norwalk Community College) **Community College Division**, actively promoted the acknowledgment of the Scott Goodnight Dean Award which went to Dr. Karen Edwards of Three Rivers Community College in CT. Testa-Buzzee is in contact with State Directors in the Region to ensure the communication college professionals are considered for leadership positions. State Directors are being contacted to provide CC State reps to work with the Regional Representative. Currently MA and RI have representatives.

Dan Brown (Quinnipiac University) **Member At-Large/RAB Coordinator** is actively working with both the MA CCSLA (Community College Student Life Association) and several folks with the MA CSAO group to increase our membership in the commonwealth. NASPA information is consistently shared at a variety of statewide meetings. A statewide panel on mental health will be held at a community college.

Alison Black (Olin College) **Nominations Chair** reported that Region I State Director elections concluded and the following individuals assumed their role as State Director in March: Cory Davis in Connecticut, Beth Moriarty in Massachusetts, and Queena Hoang in Vermont. In addition, Jana Luker was re-appointed International Director.

Black reported that she will be seeking nominations for State Director for the following states: Maine, New Hampshire and Rhode Island. The nomination materials will be due in December and elections will occur in January and February of 2015. The term for these State Directors will be March 2015 to March 2017.

Black also reported that she will be seeking nominations for Region I Director-Elect. The nomination materials will be due in December and elections will occur in January and February of 2015. The Region I Director-Elect will serve in this position from March 2015 to March 2016 at which time the Director-Elect will assume the Region I Director position.

Black also reported that she is currently fielding suggestions of members to serve on the Nominations Committee who will help determine the State Director and Region I Director-Elect nominees. As is tradition, the Region I Past Director will serve on this committee. Any current member of Region I is eligible, and Black will be seeking a diverse group of 4 to 5 individuals for this committee.

Brian McCoy (Nichols College) **Faculty Council Liaison** reported the process of identifying both fulltime and adjunct faculty members within the region is underway. This will be followed up by an email and phone call suggesting that they update their NASPA profile to include Faculty Assembly status. He has submitted a program for Regional conference in conjunction with Student Affairs Partnering with Academic Affairs (SAPAA) Knowledge Community on understanding faculty language. He is also finalizing the schedule for Faculty Institute at Regional Conference.

Elissa Carroll (Stonehill College) **Regional Conference Chair** reported that Region I Conference Committee has selected 4 graduate interns from a pool of over 30 applicants. The Interns represent Rhode Island, Vermont, Massachusetts, and Maine.

Jen Casavant (Wentworth Institute) **Awards Chair** reported that with the help of Brandon White and Danny Anzueto, launched the Region I Awards process with award nominations deadlines as follows:

Friday, July 18 th	STATE Award nominees due
Friday, August 1 st	REGIONAL Award nominees due
Wednesday, October 1 st	EXCELLENCE Award Nominations Due
Friday, October 31 st	NATIONAL Award nominees due (<i>*tentative</i>)

Beth Moriarty (Bridgewater State University), **Massachusetts State Director**, reported that The Massachusetts Advisory Board held a Transition Meeting on April 10, 2014 at Bridgewater State University. New Board members met with continuing board members and outgoing board members. At that meeting training of new board members occurred. Roles and responsibilities of all state board positions were discussed and updated.

Scott Kane (Rhode Island College) **Membership** reported that as of April 2014 there were 1512 members in Region I. Of these, 1476 are paid members. vs. 1425 members in July 2013 (1404 paid). July 2013 is

used as a basis of comparison, because that is when NASPA changed how it reported membership data (real time data vs. data that included individuals whose membership expired in the previous 30 days).

Membership Communication Plan

DeCapua appointed a Membership Communication Task Force that included Crimmin, Diaz, Kane (chair) and Zamojski to draft a Membership Communication Plan for Region 1 that might also serve as a national model. Specifically, the charge of the Task Force is to draft a communication plan that outlines the various communications members new to Region 1 should receive from the various levels within the organization (national office, regional and state leadership, etc.) as well as suggested content (benefits of membership, NASPA Foundation information, regional and state initiatives, etc.) of those communications. The Task Force identified three (3) different types of new members (first time NASPA members, members who reactivate their membership after a period of dormancy, and members who move to Region 1 from another region). The Task Force also identified a number of systemic challenges that inhibit effective communications with the different types of new members. Work is on-going to address challenges with national office.

Queenena Hoang (University of Vermont), **Vermont State Director**, reported that that applications were submitted for the Vermont State Advisory Board. All board positions are filled at this time.

Meredith Atchinson, Lyndon State College: Operations Coordinator

Jack Korpob, University of Vermont: Membership Coordinator

Jonathan Ross, Lyndon State College: Professional Development Coordinator

Blake Singleton, University of Vermont: Awards and Recognition Coordinator

Sean Smallwood, University of Vermont: Interactive Media and Public Relations Coordinator

The first state board meeting will be held on July 9 in Lyndonville, Vermont.

Colleen Powers (Central Connecticut State University) **Member At-Large& Communications Director** reported that the Communication Committee has established process for e-mails to be requested by Wednesday, and sent out on Thursdays by C. Powers with White as back up. A process has been created to integrate Social Media announcements, Tumblr posts, and email blasts to disseminate information and avoid information overload when possible.

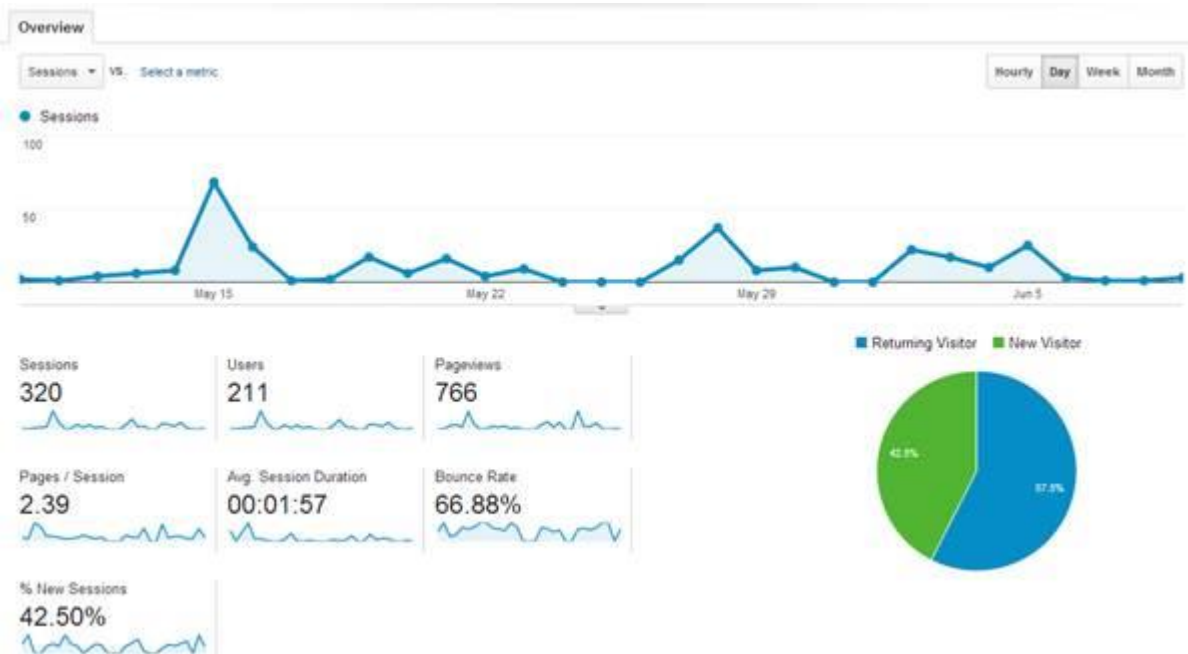
Social Media. Twitter is managed by Jack Korpob (Northeastern University) and Rich DeCapua (Boston College). There are 1002 followers and 752 Tweets as of June 9th. Facebook is managed by J. Korpob and has 662 members as of June 9th.

Korpob performed an updated Social Media “audit” and there were 11 Region I Twitter accounts and 20 Region I Facebook groups/pages.

Graphics. The components for a Graphic Request Form were created and submitted to the NASPA office to create. This will streamline and simplify the request process for the Region. Graphics have been

created and are in progress for MA June Event, NASPA Awards and Region I Tumblr; work done by J. Leavitt.

Newsletter. Tumblr was created and implemented by Alex Cabal (Dean College) as a replacement for the Region I Newsletter. It is updated regularly with posts including conference proposals, intern applications, lodging info; pertinent articles, event reviews, multi-media content. E-mail sent every 15th of the month highlighting featured content. Usage peaks on the 15th due to that reminder. See graphic below:



Regular posts include SSAO Mondays, Trendy Thursdays, Viral Video Fridays, Tech Tuesdays, What Would You Do Wednesdays, etc., to ensure dynamic content always available. Articles are archived so members may search and review past posts.

A Tumblr account is not required to view; however, 47 people follow Region I on Tumblr. There have been 90 posts as of June 10th.

Volunteer Management. The Social Media Team is active and involved; conference calls held once a month. Cabal has recruited submission for Tumblr through the Regional Advisory Board, but has sought out additional contributors from the Region as well.

Member Engagement. The feedback regarding Social Media engagement and Tumblr has been positive from Region I members. The committee continues to seek additional input for future endeavors.

Ted Zito (Assumption College) **New Professional Mentor Institute** Coordinator for Region I is developing, implementing and then assessing the Region's NPMI, which provides a professional development experience to institute participants and their mentors.

Zito has participated in two meetings for the Region I Signature Initiatives led by Member at Large, Marlin Nabors. These meetings brought together the coordinators from the New Professionals Mentor Institute, Mid-Level Institute, Senior Student Affairs Institute, and the Undergraduate Liaison. The group discussed reviewing NASPAs competencies in an effort to create learning outcomes for each institute, form parallel connections among the institutes, branding advertisements as well as discuss strategic goals.

Zito has formed a leadership team and planning committee for NPMI. The group is scheduled to meet for the first planning session the last week of June

Nancy Crimmin (Becker College) **Foundation Representative** reported on the status of Region I contributions to the NASPA Foundation.

As of June 27th, Region I has met the donor and dollar goal for the #NASPAgives. Discussions are underway about possible nominees for Pillars of the Profession for the 2015 class.

At the request of Small College and University (SCU) National Office liaison Stascavage, **Small College and University Division** Representative Kurt Stimeling (Rivier University) participated in a regional contact to increase Early-Bird Deadline awareness and participation in the Summer SCU Institute. On April 21st, email was sent by Director Stimeling to Region 1 SCU contacts who had not registered for the Institute.

Scholarship

African American KC: The Region I Leadership Team will continue to work with colleagues in the region to submit articles for the Region I and AAKC newsletters. We will also brainstorm 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.

Latino/a KC: A LKC Region I brochure was designed and disseminated to members at the regional conference and drive-ins as well as electronically to members. An updated brochure for the 2014-2016 term will be available for June 2014. The Region I LKC has submitted to both the NASPA Region I newsletter (and Tumblr) and the LKC National newsletter.

Socioeconomic Class and Status KC: Plans to participate in NASPA KC Publication and to submit proposals for both regional and national conferences.

Student Affairs Partnering with Academic Affairs KC: Members of the SAPAA KC Leadership Team will be drafting selected articles for the Region I Newsletter on Tumblr.

Wellness and Health Promotions KC: An article was submitted for the February Region I Newsletter. This article, *“Helping our students achieve their New Year’s resolution”*, emphasized health-related campus resources and programming. It also provided a link to the KC’s LinkedIn group, in an effort to continue the discussion on this topic.

Community College Representative Testa-Buzzee strongly encouraged applications from Community Colleges for the Regional Grant Funding Opportunity for Scholarship and Research through social media and direct email contact.

Member at Large & Communications Director, Powers reported that Region I Tumblr allows for knowledge creation and sharing of that knowledge through interviews, event reviews and scholarly articles.

Professional Development

African American KC: The AAKC Representative, Wanda Tyler, is in the very early stages of working with colleagues from the Latino/a and Asian Pacific Islander KCs to host a drive-in focusing on the topic of Women of Color in Higher Education. This drive-in would be open to anyone who identifies as a woman of color and/or supervises/works with one or more women of color. Additional information will be provided in future reports once it becomes available.

- While attending the national conference, the AAKC Representative attended a session about Multicultural Affairs and it’s past and future. At the session, a colleague from Maryland mentioned that many of the institutions in the DC, Maryland and Virginia area are part of a consortium which brings together diversity educators on a regular basis to network and exchange information about best practices. The AAKC Leadership Team has started talking about forming something similar in New England or perhaps state-by-state. Consortium members would include individuals who currently work in the functional area of Diversity Affairs and/or have oversight of student concerns related to identity; graduate students who have an interest in this topic would also be invited to participate.

Campus Safety KC: Representative Nick Pirelli, Roxbury Community College, is currently in talks with the Region I leader for the International Association of Emergency Managers (IAEM) College and University Caucus for a joint conference in the fall focused on the role of Student Affairs in Emergency and Crisis Management.

Disability KC:

Title of Conference: *Our Changing Student Population from A to V: Tools for Working with Students on the Autism Spectrum, Non-Traditional Students, and Veterans,*

Date ♦ Hotel/University, City, State: *Thursday, April 3rd at the Roger Williams University Baypoint Conference Center, in Portsmouth, RI.*

- **Number of Attendees/Participants** - 45 people were in attendance
- **Description of Program – bullets**
 - 9am: Registration with KC info tables
 - 9:30am: Welcome and Opening Keynotes ; Autism Spectrum, Non-Traditional, Veterans
 - 10:45am: Choice of Breakout Sessions
 - 1. Veterans
 - 2. Non-Traditional Students
 - 11:45am: Lunch Begins
 - Noon: Brief remarks from KCs (if in attendance)
 - Presentation by Jane Thierfeld Brown
 - 1pm: Announcements from KCs and Wrap Up
- **How many sessions? Who were the keynote speakers**
 - Jane Thierfeld Brown: Jane Thierfeld Brown, Ed.D. , is director of student services at the University of Connecticut School of Law
 - Micaela Black plus two colleagues. Micaela Black, M.Ed., CRC, QRC, LMHC. She is the Vet Success Campus Coordinator. Micaela is a counselor for the Department of Veterans Affairs.
- **Successes of the event/changes that one would make next year.**
 - Over all the evaluations stated the following feedback;
 - As I'm glancing at the evaluations, comments include:
 - Incredible
 - Great Value, Important topics
 - Needs to be a whole day
 - Wonderful Day
 - Great Program

IEKC: Members of the Region I attended the annual national NAFSA Conference in San Diego May 25-30

- The IEKC is working with the regional members to collect feedback from the NAFSA conference in an effort to contribute to Best Practices of student affairs in international education.
- The IEKC Rep and leadership team are interested in exploring potential webinars to host throughout the year to educate not only the region, but open up the sessions at a national level as well.
- IEKC Rep, Laura Carfang, has been appointed by the national IEKC chairs to coordinate all regional reps on regional efforts.
-

Latino/a KC: Co-sponsored the **2014 NASPA Region I Drive-In: Leveraging Your Racial/Ethnic Identity for Career Advancement** on Friday, January 31st, 2014 at the College of the Holy Cross, Worcester, MA

Also sponsored by the Asian Pacific Islander KC, African American KC, and the Latino/a KC, LatinosInHigherEd.com and CALAHE. The Conference had 80 participants and 10 speakers.

- KC sponsored number social opportunities in November, January, March and April.
- KC also sponsored the **11th Annual New England Latino Student Leadership Conference** on April 10 & 11, 2014 at the University of Rhode Island, Kingston, RI. Co-Sponsored by NASPA Region I (Latino/a KC), LatinosInHigherEd.com and CALAHE. There were over 150 student attendees/advisors representing colleges throughout New England in attendance.

MMKC: Representative Michael Ormsby (University of Hartford) spoke with WISA KC Rep Erika Lamarre (Brandeis University) about planning a drive-in in February 2015.

Socioeconomic Class and Status KC: KC is discussing plans for professional development opportunities including but not limited to: Webinars, drive-in conferences, SCIHE sponsored programs at both regional and national conferences

Student Affairs Partnering with Academic Affairs KC: The SAPAA KC Leadership Team is currently leveraging their network in hopes of encouraging professionals within the region to draft a SAPAA KC-related program proposal for the 2014 Region I Conference in Newport. All proposals are due by June 30, 2014.

Wellness and Health Promotions KC: Included in an email to the KC at the end of March, was mention of the Region I Conference in November and the upcoming call for proposals. Members were encouraged to consider submitting a proposal on a topic of interest to the KC.

WISA: WISA Region I is collaborating with the Men and Masculinities KC to plan a Drive-In Conference on Feminism, Masculinity and Gender Expression in student affairs for February. They have also made outreach to the GLBT KC for co-sponsorship of this conference.

Community College Division Representative Testa-Buzzee, strongly encouraged applications from Community Colleges for the Regional Grant Funding Opportunity for Scholarship and Research through social media and direct email contact.

Member at Large & Communications Director Powers reported that Region I Tumblr allows for knowledge creation and sharing of that knowledge through interviews, event reviews and scholarly articles.

Advocacy

Latino/a KC: Advocacy by individual members of the LKC to garner support for Connecticut Institutional Aid to be made available for undocumented students by public colleges and universities. This initiative was spearheaded by CT Students for a Dream (www.ct4adream.org).

Massachusetts State Director Moriarty (Bridgewater State University) reported that Anne Manning, Public Policy Coordinator on the State Board has worked with Region 1 Director, Rich DeCapua and Region 1 Public Policy Coordinator, Seann Kalagher to follow the progress on Massachusetts House Bill 3942.

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.
- 1.2 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.

Latino/a KC: 11th Annual New England Latino Student Leadership Conference was held on April 10 &11, 2014 at The University of Rhode Island, Kinston, RI. Over 150 student attendees/advisors representing colleges throughout New England in attendance.

WHP KC: 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.

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.

WHP KC: To encourage KC members to examine the intersection of wellness and health promotion with other functional areas in student affairs.

Goal 3

3. 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.

Regional Director: Attended both the AACUS and CACUSS conferences in Halifax, Nova Scotia where he presented and represented the Association.

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.

NPGSKC: At their May 1st event, they hosted a raffle to benefit the NASPA Foundations. Raised \$50.00.

- 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.

Latino/a KC: Reports co-sponsoring programs with organizations CALAHE, LatinosinHigherEd.com and The New England Counselors of Color Bridging Access to College (NECBAC)

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).