



# NASPA

Region VI

**Lori M. Ideta**  
**Region VI Director**  
**Regional Advisory Board Report**  
**November 2014**

## NASPA Board Action Items

Nothing to report at this time.

## NASPA Mission

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

## Leadership

*Membership:* [Marie Minnick, Membership Coordinator]

### **Current Regional Membership:**

Total Individual Members	1740
Individual Paying Members	1681
(excludes Honorary, NUFP, Voting members)	
Institutional Members	102
Total New Members	147*
Total Change From July	+6

**Active Membership by Geographic Region\*:**

Country	State	Count
USA	AZ	139
USA	CA	1492
USA	HI	69
USA	Other	47
International		9
Unknown		13

\*Numbers per October 31, 2014

	Spring 2013		Fall 2013	
	March		October	
	National	Region VI	National	Region VI
<b>Individual Members</b>	12891	1574	11950	1454
<b>Institutional Members</b>	1087	93	1126	112

	Winter 2014		Spring 2014	
	January		March	
	National	Region VI	National	Region VI
<b>Individual Members</b>	12208	1593	13767	1730
<b>Institutional Members</b>	1082	96	1100	96

	Summer 2014		Fall 2014	
	July (usually June)		October	
	National	Region VI	National	Region VI
<b>Individual Members</b>	14014	1734	13112	1681
<b>Institutional Members</b>	1140	98	1181	102

Note - Run the same month, not the same day.

*Treasurer Report:* [Natalie Schonfeld, Treasurer]

- Membership Funds allocation to the sub-regions effective July 2014 = \$17,253.
- Balance of Region VI funds as of October 2014 = \$153,399.

*NASPA Gives: [Grace Bagunu, Ambassador]*

- Region VI surpassed its dollar goal of \$15,000 with donations of \$19,205.01. Region VI did not achieve its donor goal of 94 with a total of 72 donors.
- New goals have been set for the new year: Dollar goal: \$19,205; Donor Goal: 80.

*Sub-Regions*

*Northern California: [Evette Castillo-Clark, NorCal Chair]*

- Plan for a Fall 2014 face-to-face meeting (target November) with NorCal Advisory Board to brainstorm 2014-16 goals and professional development events/activities; plan for all future NorCal advisory board meetings.
- Conference call held with past NorCal Chair for succession planning ideas and transition.
- Held a conference call on September 24<sup>th</sup> with all State and Region Chairs to align goals and activities; we created a shared Google Drive for our work and ideas.

*Southern California: [Moya Carter and Sumi Pendakur, SoCal Co-Chairs]*

- 2014-16 Southern California executive board information can be found here: <https://www.naspa.org/constituent-groups/states/southern-california/roster>.
- SoCal executive board has held one full board conference call and one conference call for the WRC Southern California Mixer planning committee.
- SoCal executive board has scheduled an in-person board meeting to take place during the NASPA WRC for Monday, November 10th, from 10 – noon. All board members will be in attendance.
- California Mixer planned for NASPA Western Regional Conference.
- Next SoCal full board conference call scheduled for 2 pm on October 21st.

*Arizona: [Rhea Duncan, Nick Sweeton, and Laurie Silver, Arizona Co-Chairs]*

- The Arizona Executive Co-Chairs engaged NASPA Arizona members to determine interest in forming an Arizona Board. They have yielded about 10 interested parties from institutions in Arizona, and will have our first Arizona Board meeting on November 7.
- Will be using this meeting to define roles on a newly formed Arizona Board and determine how to meet the needs of the NASPA membership in Arizona.

*Hawai'i: [Dee Uwono and Christine Quemuel, Hawai'i Co-Chairs]*

- All leadership positions have been filled.
- Monthly meetings of the NASPA Hawai'i Leadership Team has been on-going.
- NASPA HI Board Meeting
  - *September 05, 2014 – Chaminade University, 11 attendees*

## Division Reports

### *Professional Standards:* [John L. Hoffman, Professional Standards Division]

- Dr. John L. Hoffman was appointed as the Professional Standards representative on the Joint ACPA-NASPA Professional Competencies Review Task Force. Dr. Hoffman is an associate professor and the chair of the Department of Educational Leadership at California State University, Fullerton. Dr. Berenecea Johnson Eanes, also of Region VI, will serve as a co-chair representing NASPA for the Task Force. Dr. Eanes is the Vice President of Student Affairs at Cal State Fullerton.

### *Research:* [Cedric D. Hackett, Research Division]

- The Executive Advisory committee approved a proposal to increase funding support for the Region VI Research & Grant competition from \$2,000 to \$6,000.
- The Region VI research division revised and implemented the 3<sup>rd</sup> annual Research Division Webinar. The webinar presented in the summer (August 15, 2014) before the Region VI Research & Assessment grant competition deadline (Sept. 5, 2014).
- The research division had a few personnel changes. Dr. Erin Wright is now the representative for Hawai'i sub-region and Ms. Terry Poucher is now the representative for the Northern California sub-region. Arizona sub-division is without a representative at this time.
- The research division supported 6 grant proposals for a total of \$6000. Twelve grant proposals were submitted for the 2014-15 award cycle.

### *Small Colleges & Universities:* [Leslie Opulauoho, Small Colleges & Universities Division]

- 2015 Division Goals
  - Goal 1: Expand professional development, visibility and communication supporting excellence in practice at small colleges and universities.
    - Objectives
      - Expand role of regional advisory teams to serve as conduit for expanded engagement and communication of division activities, goals, and programs
      - Enhance division presence at regional conferences, national specialty conferences, and the annual conference
      - Host two dial-in workshops focused on issues pertinent to small colleges and universities
      - Maintain sustainability of the Small College Institute
      - Expand online presence through social media and online programming
  - Goal 2: Provide strong advocacy for small colleges and universities in NASPA
    - Objectives
      - Increase visibility of issues related to small colleges and universities in NASPA publications

- Identify public policy issues of importance to small colleges and universities
- Increase presence of small college and university members in NASPA awards, programs, and leadership opportunities
- Goal 3: Strengthen partnerships, outreach and collaboration among small colleges and universities.
  - Objectives
    - Develop a connection with the NASPA Public Policy Division
    - Increase membership and support of small colleges and universities with enrollment less than 1000 students
    - Develop outreach and engagement opportunities for mid-level student affairs staff at small colleges and universities
    - Increase membership and support of small colleges and universities serving traditionally under-served populations (e.g. HBCUs, Latino/a colleges, tribal colleges, etc.)

*Community Colleges: [Cathy Wehrman, Community Colleges Division]*

- The CCD members attended a 1.5 day Community College Summit on 10/2/14-10/3/14 at CUNY Administrative Offices. The goal of the Summit was to provide an opportunity for CCD board members to join with NASPA leadership to discuss strategies to advance NASPA as the leading voice for Community College Student Affairs professionals and to infuse the community college perspective into all NASPA programs, publications, workshops, conferences, regional programs and publications.
- The Summit participants sought to reach the following outcomes:
  - Explore new ways in which community colleges can be promoted and foster meaningful inclusion in NASPA;
  - Identify critical issues facing Community College Student Affairs professionals and develop strategies for NASPA to address these issues in a meaningful and substantial manner;
  - Develop initiatives to advance the professional development of a Community College Student Affairs professionals;
  - Identify protocols and practices for greater regional participation;
  - Support decision-making and planning based on data and research

Further, the Summit also resulted in creating a Best Practices for Engagement of CC Professionals in the Division guideline which was developed by the Regional Representatives in CCD. Ms. Wehrman is also on both the Membership and Professional Development CCD committees

*Knowledge Communities:* [Molly Bechtel and Anthony Keen, Knowledge Community Co-  
Coordinators]

- The KC Co-Coordinators are incredibly grateful for the foundation built by former Region VI KC Co-Coordinators Mr. Steve Lehrer and Ms. Faith Kazmi, along with their NUFP Anh. They connected for training/transition in April/May 2014.
- Region VI KC Representative appointments began in May/June 2014. Continuing Regional KC Representatives were recommended for approval, while open positions were recruited and filled between then and October 2014.
- A NUFP Intern was sought by Ms. Bechtel and Mr. Keen to support administrative functions and allow for an opportunity to learn more about NASPA KCs, and recruitment began in June 2014. In September 2014, Mr. Bechtel signed on to be a NUFP Mentor and his mentee expressed interest in the opportunity. Brianda was appointed and is looking forward to the role!
- Training for Regional KC Representatives was provided through one-on-one and Region VI KC Advisory Board conversations and through webinars offered by NASPA on a national level. One of the most insightful opportunities was “KC Leader Training for Regional KC Representatives” held on July 17, 2014.
- At the national conference in March 2014, a \$5,000 budget was approved for Region VI KC Representatives. Of that amount, \$100 was allocated to each KC for promotional items, copies, correspondence, etc. while the remaining amount aimed to support more large scale opportunities, such as drive-in conferences, webinars and collaborative ventures. A funding request and review process was developed and confirmed by the KC Co-Coordinators at the Region VI Advisory Board meeting in July 2014.
- The following goals were established at the July 2014 meeting:
  - Maintain a fully appointed Region VI KC Advisory Board
  - Facilitate training and development opportunities for Regional Representatives and other collaborators
    - Conference Calls
    - KC Leadership Webinars/Calls
  - Promote a culture of engagement in order to sustain the leadership of KCs in Region VI
  - Enhance collaboration by utilizing KC funding

- Support the Regional KC Representatives in translating expectations, goals, and processes of the National KC Chairs with regional constituents
  - Collaborate with Region V and facilitate relationships amongst KC counterparts
  - Develop expectations and accountability for the Region VI KC Advisory Board
  - Continue to develop online resources for Region VI KC Co- Coordinators
- Consistent communication has been maintained between the KC Co- Coordinators and the Region V KC Co- Coordinators Charlie and LeAnne – 1) to build relationships between Regional KC Representatives, and 2) to support a successful Western Regional Conference in November 2014.
  - The following events and initiatives will be supported and facilitated by Region VI KC Co- Coordinators, the KC Co- Coordinators at the Western Regional Conference in November 2014:
    - Region VI KC Advisory Board Meeting/Leadership Luncheon (Monday, 11/10 from 11:30am-1pm off site)
    - Newcomer Welcome (Monday, 11/10 from 4-4:30pm at Marriott)
    - KC Meet-ups (various times, with preference on Monday, 11/10 from 7-11pm in Downtown Disney)
    - KC 101 conference program (Tuesday, 11/11)
    - KC Fair (Tuesday, 11/11 from 5:45-6:45pm at Marriott)
    - KC Promotional Efforts: all meet-ups and opportunities will be on Guidebook, as well as a flyer
    - KC “focused” programs: Regional KC Representatives were provided a spreadsheet of conference programs that focused on their KC and encouraged to promote these to constituents
  - Region VI KC Advisory Board conference calls have taken place on the following dates:
    - June 6, 2014
    - August 13, 2014
    - October 6, 2014
  - One-on-one calls between the Regional KC Representatives and their assigned KC Co- Coordinator took place in September/October 2014.
  - An in-person meeting is planned for November 10, 2014.
  - All Regional KC Representatives have been encouraged to develop a sub-committee to support succession planning and build continuity among the KCs within Region VI.

- Molly has reached out to the Sub-Regional Reps to determine if Sub-Reps have been identified and encouraged them to share these names with the Regional KC Reps.

*Volunteers:* [Josie Alquist, Volunteer Coordinator]

- Volunteer Central
  - Maintain database for Region VI
  - Current Posts = 5
  - Filled Volunteer positions =6
- *Knowledge Communities:* [Molly Bechtel and Anthony Keen, Knowledge Community Co- Coordinators]
  - There are 28 Knowledge Communities, and all but one (Wellness and Health Promotion) has been filled as of October 2014.
  - The following KCs have Co-Reps: Alcohol and Other Drugs, GLBT, Fraternity and Sorority, and Spirituality and Religion in Higher Education.

*Graduate Students:* [Wiliama Sanchez, GAP Representative]

- NASPA National Office sent out the list of our Region VI GAP Representatives. Region VI currently has 11 representatives (0 from Arizona, 2 from Hawai'i, 2 from Northern California, 6 from Southern California). Below are the following GAP representatives:
  - Kortnee Burrell, University of Southern California
  - Nimat Davis, California State University, Fresno
  - Ashley de Leon, University of San Diego
  - Kayla Jackson, University of the Pacific
  - Lizbeth Juarez, Azusa Pacific University
  - Laney Kurator, San Diego State University
  - Richard Mizusawa, University of Hawai'i at Manoa
  - Johanna Prado-Lazareno, California State University, Fullerton
  - Tiffany Rivera, California State University, Long Beach
  - Miles Trudo, University of Hawai'i at Manoa
- GAP representatives have been given the opportunity to apply to become a GAP intern during the 2015 Annual Conference. Only 8 GAP representatives will be selected and applications will be due December 15<sup>th</sup>. The GAP representatives chosen will be given a \$400 travel stipend, lodging and some meals throughout the conference in exchange for volunteer efforts in specific aspects of the conference.

*Social Media:* [Grace Bagunu, Social Media Coordinator]

- The Social Media Coordinator has compiled an entire team to assist with various forms of social media communication
- Recently designed and launched #csamphotoaday challenge. A word a day for the entire month of October was posted to inspire folks to post photos related to that word via



social media. The campaign has proven to be a huge success and is being considered for national use. Metrics of the campaign will be available soon.

*NUFP:* [Wendy Aleman, NUFP Coordinator]

- Region VI has enrolled 87 fellows ending October 2014. This includes 29 Spring Applicants, 25 fellows who are continuing for second year in the program (returning), 33 new applications this Fall 2014.
- A second opportunity to apply for NUFP is coming to close at the end of the Student Affairs Month with a deadline of October 31. Generally, our regional will admit, on average, another 20 application during the month of October for this special admission to the program.

*Newsletter/Communications:* [Ashlea Wilson] Newsletter/Communications Coordinator]

- This position is currently vacant as Ms. Wilson left Region VI for a new job opportunity in Texas. The position is being revisited and potential replacements are being identified.

*Nominations and Awards:* [Sarah Wibe-Norris, Nominations and Awards Coordinator]

- Formed a nomination and Award Committee that is: representative of all the sub-regions in Region VI, representative of a variety of institutions (including community colleges), and a variety of midlevel/SSAOs.
- Utilized the regional newsletter, regional website, and Facebook to advertise the nominations and awards deadlines.
- Receive nominations for every award category- this will be a continued goal for Fall 2015.
- Recognize award recipients in the conference booklet, website, Facebook, newsletter, and awards luncheon. Recognize award recipients in a way that is meaningful, appreciative and inspiring.
- Work with WRC Conference Committee and Region V to hold an engaging, and cohesive awards recognition luncheon.
- Adapt the nomination and awards process timeline and address submission system to assure ease of use for all members.
- Educated members on new Awards Portal. Successfully navigated the new awards portal for Awards Fall 2014.
- Nominations and Awards Timeline:

<b>Date</b>	<b>Item</b>	<b>To-Do</b>
Friday October 10th, 2014	Selection Due	Spreadsheet and selection received from committee
Wed. October 15 <sup>th</sup> , 2014	Final Award Selection Made	Final award selection will be based on any ties that need to be addressed by Regional Director
Wed. October 15 <sup>th</sup> , 2014	Contacted Award Winners	Emailed winners and CC people who nominated them, this date is moved up to allow winners the opportunity to register for early bird which ends September 30th

Thursday October 23rd 2014	Email	Email Region, and Advisory Board to announce winners
October 21st, 2014	Awards	Order Awards
October 17th 2014	WRC Photos	Deadline for winners to submit photos
November 1st, 2014	National	Regional awards due to the National Office so winners can be announced in the 2014 awards program.
November 1st, 2014	National	Awards and Retirements (since March 2014) due to the National Office.
November 1st, 2014	National	Send New Pros information to national office.
November 1st, 2014	WRC	Finalize script with Region V.
November 1st, 2014	WRC	Awards run through and ceremony, pick up trophies, etc.

## Scholarship

Grants/Research: [Cedric D. Hackett, Research Division]

YEAR	AWARD RECIPIENTS	TITLE	AMT. FUNDED
2013-14 (A)	Dr. Tracy Tambascia <sup>1</sup> Jonathan Wang Breanne Tcheng Viet Bui	Undocumented Asian Americans and the Model Minority Myth	\$500
2013-14 (B)	Josie Ahlquist <sup>1</sup> Dr. Edlyn Pena	Exploring the Social Media Utilization of Senior Level Student Affairs Leaders	\$500
2013-14 (C)	Heather French <sup>1</sup>	Deconstructing Whiteness: Understanding White Privilege and its Impact on Student Affairs Practice	\$500

Public Policy: [Kandy Mink-Salas, Public Policy Division]

- Working with various graduate students to produce brief, informational articles on public policy issues for the NASPA Region VI newsletter. Coming up are articles focused on veteran’s issues and the role of Hispanic Serving Institutions.
- The Summer 2014 issue of the Region VI e-newsletter included an article called, “Working Successfully with DACAdmented Students” by Dr. Kandy Mink Salas

## Professional Development

- *Understanding the Regional Research Grant Application Process:* [Cedric D. Hackett, Research Division]
  - *August 15, 2014 Webinar*

- 32 Participants
  - The purpose of the webinar included an overview of research and ways of knowing, the basic elements, writing a grant proposal, an overview of the NASPA Research agenda, our timeline for grant submission, as well as our deliberation process. How many sessions? Who were the keynote speakers
  - Changes for the next cycle include adding information on the types of items the Research division will fund.
- *Professional Development – Head Shots:* [Dee Uwono and Christine Quemuel, Hawai'i Co-Chairs]
    - *September 05, 2014 – Chaminade University*
    - 11 attendees
    - Megan Robinson, who takes professional photographs, took and donated headshots for interested NASPA Hawai'i board members to use on the NASPA Hawai'i website and any other professionally affiliated website(s).
    - Region VI Sub-Region Representative's Meeting
      - *September 24, 2014 – Conference Call*
      - A meeting was held with all Region VI sub-regional representatives to discuss future plans, collaborative efforts and ideas to implement at each region.
  - *Northern California:* [Evette Castillo-Clark, NorCal Chair]
    - Brainstorm possible hot topics of interest and/or trends for professional development to Region VI NorCal members for 2014-15:
    - Plan for the NorCal Drive-in in February or January 2015 (location and topics TBD)
    - Attempted to co-sponsor a conference on Title IX and Sexual Assault with UC Berkeley in February 2015, but the coordinators (non-UC Berkeley employees) did not want to co-sponsor with other associations. They were, however, open to NASPA Region VI tabling at the conference. We may do this for advertising purposes.
    - Explore other opportunities of professional development delivery other than drive-ins (i.e. hosting webinars)
    - Advertise NorCal professional development and involvement opportunities at the Anaheim Conference, November 2014.
  - *Public Policy:* [Kandy Mink-Salas, Public Policy Division]
    - Working collaboratively with the Region V Public Policy Representative, Amy Johnson, to present a session at the Western Regional Conference called, "NASPA Public Policy Updates: Policy and Community Transformation" on Tuesday Nov. 11, 2014. This session will summarize current public policy issues and will report on NASPA's public policy agenda. The Powerpoint used in this

- session is a common curricula, used by Public Policy Reps around the country, with state-based and regional issues added.
- Served on a webinar panel, sponsored by NASPA for Careers in Student Affairs Month. The webinar, entitled “The Intersection of Student Affairs Work and Policy”, reviewed why public policy work is important for Student Affairs professionals, how to get started in public policy work, and how to get involved in NASPA’s public policy efforts.
  - Has been on the monthly conference calls with the NASPA Public Policy Division members, planning the agenda of sessions for the 2015 National Conference in New Orleans.
- *Western Regional Conference 2014 Conference:* [Andi Fejeran Sims, Conference Chair]
    - The NASPA Western Regional Conference Committee is currently working diligently to plan their conference that will be held *November 9<sup>th</sup> – 12<sup>th</sup>, 2014*, in Anaheim California at the Anaheim Marriott Convention Center Plaza. Anaheim is a thriving multicultural landscape where people who traverse many different paths gather, establish community, and imagine possibilities. Anaheim’s spirit of coming together and imagining reflects both the vision and theme of this year’s conference: *Imagine: Inspire Dreams. Transform Communities*. The 2014 NASPA Western Regional Conference will bring professionals and students together to invest in the future, examine student support frameworks, affirm the solidarity of their mission, and empower one another to imagine new possibilities for the profession. This conference seeks to inspire dreams, celebrate victories, and cultivate environments that will transform communities.
    - In the spirit of collegiality and collaboration there are 31 NASPA members on the conference committee leadership team representing a broad range of areas/states from both Regions V and VI. The conference offers 5 meals and several reception opportunities.
    - This conference held jointly with Region V, will mark several milestones in NASPA history:
      - The 25<sup>th</sup> Anniversary of the Memo of Understanding between RV and RVI signifying the future of their joint conference,
      - The 25<sup>th</sup> Anniversary of the Western Regional Conference returning to Orange County, and
      - The 25<sup>th</sup> Anniversary of the MUFP/NUFP program.
    - As of October 14, 2014, they have:
      - 643 Registrants (Professional Staff, Faculty, Students, and Non-Members)
      - 27 Sponsors/Exhibitors raising a combined total of \$83,990.00 from cash sponsors, exhibitors, and In-Kind contributions.
      - 110 Programs will be featured over eight concurrent educational sessions, the most a Western Regional Conference has ever offered.

The workshops are session abstracts and presenter information is provided at: <http://fyp.washington.edu/naspaedsession>

- They also will feature 6 Pre-Conference Institutes each with themes to compliment their IMAGINE them. Their current registrations counts at:
  - NUFP - 28
  - Graduate - 26
  - New Professional - 24
  - Mid Level - 30
  - Research – 24
  - SSAO – 30
- The Opening Reception will start with a traditional Conference Chair welcome but will innovate the launch of the conference by featuring student entertainment, the NASPA National Office update, dinner, Keynote speaker Actor and Activist Mr. William Allen Young, closing student entertainment, and shuttles to Downtown Disney where the Regions’ Knowledge Communities will host post-opening KC Socials.
- In celebration of Veteran’s Day, the second day will include SSAO and Faculty Breakfasts, featured speaker and Veteran Dr. Marshall Thomas, the Regions’ Award Luncheon, concurrent educational sessions, and a Joint Region V/VI Reception to end the evening.
- The last day of the conference they will have a Closing lunch with renowned speaker Dr. Ronni Sanlo.
- The conference service activity will be held on Monday, November 10<sup>th</sup>: *A Million Thanks*. A Million Thanks is a year-round campaign to show appreciation for our U.S. Military members, past and present, for their sacrifices, dedication, and service to our country. NASPA members are encouraged to write letters of support and thanks to add to the 6,000,000+ letters that have already been sent through A Million Thanks. A letter-writing booth will also be available at the conference from 8:00 am to 5:00 pm on Tuesday.
- *Knowledge Communities*: [Molly Bechtel and Anthony Keen, Knowledge Community Co-Coordinators]
  - The following events and initiatives will be supported and facilitated by Region VI KC Co-Coordinators at the Western Regional Conference in November 2014:
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  - Newcomer Welcome (Monday, 11/10 from 4-4:30pm at Marriott)
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- KC Promotional Efforts: all meet-ups and opportunities will be on Guidebook, as well as a flyer
    - KC “focused” programs: Regional KC Representatives were provided a spreadsheet of conference programs that focused on their KC and encouraged to promote these to constituents
  - *Small Colleges & Universities*: [Leslie Opulauoho, Small Colleges & Universities Division]
    - Preparing to partner with Region V Small College and University Representative Natasha Begin from Lewis & Clark College. Propose a Round Table, Meet & Greet, Coffee Hour, etc. during the WRC as a way to introduce the representatives and gather ideas, issues or areas that the membership would like the Division representatives to address.
    - There is an ongoing discussion to partner with Cathy Wehrman, the representative from the Community College Division about hosting an event at the WRC together.
  - *Research*: [Cedric D. Hackett, Research Division]
    - WRC Research Institute 2014: Legacy to Discovery
    - *November 9-10, 2014*
    - *25 participants signed up*
    - Focused on engaging participants from faculty, student, and practitioner backgrounds, the Research Institute will provide a space to highlight current research, strengthen emerging scholarly voices in the field, and create opportunity for faculty and practitioners to engage in that “theory to practice, practice to theory” relationship that is foundational to advancement in Student Affairs scholarship and practice.
  - *NUFP*: [Wendy Aleman, NUFP Coordinator]
    - In recognition of the 25 anniversary of NUFP, Region V and Region VI NUFP Coordinators will recognize an individual from each region who is a NUFP Champion. A NUFP Champion is someone who over several years has demonstrated their commitment to supporting the NUFP program by actively promoting the program and consistently engaging students on their respective campuses to participate in NUFP.
    - A special reception will be held at the NASPA Western Regional Conference to celebrate the 25 anniversary. This is an opportunity to recognize our NUFP alum, NUFP mentors and current NUFP fellows.
    - In celebration of the 25 anniversary, Region V and Region VI NUFP Coordinators will be offering a presentation on the NUFP program at the Western Regional Conference. A focus of the presentation is the history of NUFP and a discussion on the impact of NUFP on the field of student affairs 25 years after its inception. In addition to the regional coordinators, NUFP Alum will participate as panelist, and other NUFP advocates as co-presenters.

- *Graduate Students:* [Wiliama Sanchez, GAP Representative]
  - The current GAP representatives within Region VI and V have been encouraging graduate students to attend the Western Regional Conference in Anaheim, CA as well as participate in the Dorothy J. Keller Graduate Student Institute prior to the Western Regional Conference.
- *Professional Standards:* [John L. Hoffman, Professional Standards Division]
  - Dr. Hoffman, Region VI's representative for the Professional Standards Division, continues to consult with Western Regional Conference (WRC) program committee to assist in the utilization of professional competencies in the assessment of WRC educational sessions.
- *Rise Above the Job Search: Drive-In Conference:* [Moya Carter and Sumi Pendakur, SoCal Co-Chairs]
  - February 13, 2015
  - Location and date locked for NASPA Southern California Drive-In Conference: Rise Above the Job Search.
  - Chapman University, Sandhu Conference Center, February 13, 2015
  - Price: Free (Henry Gee was able to request the location for no cost)
  - Initial planning for conference will begin on 10/21, during SoCal Executive Board conference call.
- *Western Regional Conference 2015:*[Sherry Mallory and Christine Quemuel, Conference Co-Chairs]
  - Forces of Change: Bridging the Past, Present, and Future
  - *November 6-10, 2015* ◊ *Marriott Oakland City Center, Oakland, CA*
  - Planning for the 2015 Western Regional Conference is well underway. The full conference committee has been appointed, and includes three new positions: a Faculty Liaison, an Assessment & Innovation Chair, and Co-Chairs for the new DOS/AVP Institute that will be piloted at the conference. The committee will meet in person for the first time at the 2014 Western Regional Conference in Anaheim.
  - In addition, the conference theme has been finalized, a call for designs has been distributed to student designers with a connection to Oakland and/or the Bay Area, and a location for the opening reception has been secured. To assist in promoting the conference, a representative from Visit Oakland - The Oakland Convention & Visitors Bureau will attend the 2014 Western Regional Conference in Anaheim.
  - Following this year's regional conference, the committee will begin holding regular monthly conference calls. The committee will meet again at the 2015 Annual Conference in New Orleans, and will have an on-site meeting at the Oakland Marriott City Center in late spring/early summer 2015.

- *Various professional development opportunities (can overlap with leadership)*
  - *Graduate Students:* [Wiliama Sanchez, GAP Representative]
    - GAP representatives have also been encouraging current graduate students to participate in the Investing in our Future Webinars that last throughout the 2014 – 2015 Academic Year. The next webinar will be Student Leadership Development: Theory to Practice on November 6<sup>th</sup>.
    - GAP representatives have been given the opportunity to apply to become a GAP intern during the 2015 Annual Conference. Only 8 GAP representatives will be selected and applications will be due December 15<sup>th</sup>.
  - *Arizona:* [Rhea Duncan, Nick Sweeton, and Laurie Silver, Arizona Co-Chairs]
    - The Arizona Executive Co-Chairs are developing a needs assessment that will be distributed to the NASPA membership in Arizona. The goal of the needs assessment is to determine which professional skill areas to hone professional development strategies to, and which professional development strategies NASPA’s Arizona members would utilize (i.e., drive-in conference, webinars, etc.).

## Advocacy

- *Activities related to Inclusion & Equity*
  - *Knowledge Communities:* [Molly Bechtel and Anthony Keen, Knowledge Community Co-Coordinator]
    - Mr. Keen had a conversation with a representative of an AB540/Undocumented Student Center at one of the University of California campuses to develop a KC related to that topic.
  - *Graduate Students:* [Wiliama Sanchez, GAP Representative]
    - GAP representatives have been encouraging graduate students to participate in the NASPA National movement “SAPledge: “It’s On Us” To Stop Gender-Based Violence” campaign. GAP Representatives have taken the pledge and will be encourage others to take the pledge to build support around the White House Campaign against sexual assault on college campuses.
  - *Public Policy:* [Kandy Mink-Salas, Public Policy Coordinator]
    - At the Western Regional Conference and during the monthly Public Policy Division calls, issues of public policy, NASPA’s stance on policy issues, and impacts on new policy and legislation will be and are



discussed. Acts as a sounding board for members, as a policy educator, and as a gatherer of opinion in Region VI as issues of policy emerge.

## 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.

*Public Policy:* [Kandy Mink-Salas, Public Policy Coordinator]

- Lead advocacy efforts that shape the changing landscape of higher education.
- Assert NASPA's leadership role in critical issues of public policy regarding higher education.
- Define, adopt, and communicate a public stance on critical policy issues in higher education.
- Build capacity among membership in order to effectively influence public policy.
- Track state and regional issues that might significantly affect students, practitioners, and/or campuses.

### 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.

- *Knowledge Communities:* [Molly Bechtel and Anthony Keen, Knowledge Community Co-Coordinators]

- The Region VI KC Co-Coordinators utilize Google Drive to share documents, distribute agendas, maintain accurate and up-to-date contact information, and ultimately, maintain accurate records for successors.

4.5 Strengthen NASPA's contributions to student affairs graduate preparation programs.

- *Graduate Students:* [Wiliama Sanchez, GAP Representative]
  - The Region VI Graduate Associate Program's goals are to build a comprehensive network to reach out to graduate students, to provide tools to conduct student affairs programs, to build a larger graduate base within Region VI, to provide professional development that is tailored towards graduate students, and to 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.

- *Knowledge Communities:* [Molly Bechtel and Anthony Keen, Knowledge Community Co-Coordinators]
  - The Region VI KC Co-Coordinators have been intentional in training and empowering Regional KC Representatives to think of themselves as leaders in Region VI, as well as their respective National KCs. They are referred to as the Region VI KC Advisory Board, and ownership of their programs and initiatives is encouraged and supported.

4.7 Examine resources and staffing to ensure alignment with strategic planning goals.