



Henry Gee
NASPA Region VI Director
Report for the March 2014 Board of Directors Meeting
February 14, 2014

NASPA Board Action Items

None at this time

NASPA Mission

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

Leadership

Director's Report & Updates, Henry Gee

- Board is challenged to achieve 100% regional participation in #NASPAGives
- Working with incoming Region VI Chair, Lori Ideta, to ensure smooth transition
- Graduate student funding issue needs further consideration, particularly with regard to KC involvement and GAP. A proposal on how to move forward will be developed and slated for the March meeting.
- In reviewing the Advisory Board's Mission, Values, Goals & Objectives, the team has accomplished so much in the past two years. Some selected notable highlights include: creation of a social media chair and the subsequent social media team and a host of social media opportunities and growth; successful drive-in's in Nor Cal and So Cal, Hawaii hosting a mix-and-mingle gathering along with being reinvigorated since hosting the WRC in 2012, AZ hosting receptions and getting more engaged with the community college folks, and numerous drive-ins hosted by various KC's throughout the region.

2014 Western Regional Conference Report, Andi Fejeran Sims

- Launched **IMAGINE: Inspire Dreams Transform Communities**
 - Video
 - Website
 - Twitter Feed - #imagineNASPA
 - Exhibit Hall and Postcards
 - Giveaways
 - Park Hopper tickets: Christine Adams, Cory Sussman, Abrahan Monzon, Krystle Cobian
 - Complimentary Room Upgrade: Larry Martin, Marina Mantos

- Complimentary Hotel Room-One Night: Eden Cortez, Megan Paschall
 - Conference Registration: Devon Guidoux
 - Institute Registration: Brenda Hanson
- 6 Institutes planned:
 - To Inspire: Discover to Dream (NUFP)
 - To Inspire: Dream to Potentiality (GS)
 - To Inspire: Potentiality to Reality (NP)
 - To Inspire: Reality to Transformation (ML)
 - To Inspire: Transformation to Legacy (CSAO)
 - Research Institute! - Just added Clare Cady to our conference committee family as the Research Institute Chair.
- Pathway to Imagine
 - 297 days away from our conference
 - March deadline - Institute Faculty named, Call for Programs ready to launch, Registration fees established
 - Hotel visit to prepare for summer meeting
 - Securing a sponsorship chair – Goal \$80k plus opening reception food
 - Securing our Opening Reception location – goal is for California Adventure Mad Hatter.
 - Securing major speakers
- Support Needs
 - Sponsorship Chair search – NAMES PLEASE
 - Summer Advisory Board Meeting Dates
 - Advisory Board direction or concerns

Treasurer’s Report, Natalie Schonfeld

- Continuing to work on streamlining the check request form to facilitate reimbursements with the national office.
- A more detailed report will be provided at the March meeting

Graduate Student Representative, Vicenta Arrizon Maffris

- Graduate Students
 - Sent out email to graduate students welcoming them to RVI and informing them of volunteer opportunities and upcoming events.
- GAPS
 - Scheduled to join January GAP call on 1/22
 - Working with a few GAPS in our region to assist with planning grad student receptions
- Grad Student Receptions
 - Save the Dates, Grad Student Receptions are planned for:
 - NorCal Drive-In Friday, Feb 7, 2:30pm – 5:00pm at Free House (across from University of the Pacific in Stockton); GAP Liaison – Katie Ziegenhirt
 - SoCal Drive-in Friday, Feb 14, 4:30pm – 6:30pm; Location TBD (somewhere near Chapman University); GAP Liaison – Julio Flores
 - Please let me know if there are any materials you would like to have available to attendees at either or both of the Grad Student Receptions.
 - Potential grad student reception in Arizona in late February or early March.
 - Hawaii Reception is TBD.

NASPA Region VI Membership Report, Marie Minnick

- Current Regional Membership:
 - Total Individual Members 1593
 - Individual Paying Members 1497
(excludes Honorary, NUFP, Voting members)
 - Institutional Members 96
 - Total New Members 55
 - Total Change From Last Quarter +139

- Membership by Geographic Region*:

Country	State	Count
USA	AZ	134
USA	CA	1197
USA	HI	48
USA	Other	48
International		10
Unknown		18

*Numbers per January 16, 2014

	Winter 2012		Winter 2013	
	January		January	
	National	Region VI	National	Region VI
Individual Members	12795	1678	13564	1938
Institutional Members	1098	93	1167	100

	Fall 2013		Winter 2014	
	October		January	
	National	Region VI	National	Region VI
Individual Members	11950	1454	12208	1593
Institutional Members	1126	112	1082	96

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

- **Membership by Classification:**

MEMBER CATEGORY	Total*
ASSOCIATE	54
ASSO-UPGRADE	3
INTER. ASSOCIATE	1
DOCTORAL	40
DOC-UPGRADE	0
EMERITUS	13
EMERITUS UPGRADE	0
EXPATRIATE	0
EXPAT UPGRADE	0
FACULTY	27
FAC-UPGRADE	9
INTER. PROFESSIONAL	18
INTER. PROF UPGRADE	0
MASTERS	307
MAS-UPGRADES	4
PROFESSIONAL	860
PROF-UPGRADE	38
SUB-PROFIT	3
SUB-NONPROFIT	2
SUB-ADDITIONAL	3
UNDERGRAD	22
UNDERGRAD UPGRADE	0
HONORARY	4
NUFP	92
VOTING DELEGATE	97
INTER. INSTITUTIONAL	3
INSTITUTIONAL	93
TOTAL MEMBERS	1593
TOTAL PAYING MEMBERS	1497

- **Individual Membership**

- There has been an 8.7% increase in Regional membership since last quarter. The National membership increase was only 2%.
- However there was a 17.8% decrease in Regional membership from a year ago. The National membership numbers dropped 10% in the same time frame. My understanding is that this

occurred because the data is being counted/managed differently. Expired members are removed from the membership numbers upon expiration.

- Institutional Membership
 - There was a 14.3% decrease in institutional members from last quarter (see number 2 below in the Central Office Update).
- Central Office Update
 - Added over 1400 members this month for a net gain of 354.
 - This report is the first since dropping voting delegates and schools, which did not renew.
 - Overall gain is in line with this period in previous years, but the gain in paying members is higher.
 - Next month is typically our largest gain of the year, and we expect that to be the case this year as well.
 - As expected the biggest gains are in professional affiliates and master’s students, presumably due to conference registrations.
 - The chunk of the drop in individuals is mostly annual conference Registrants from 2013 who did not renew. Finally, there will be a meeting for all regional membership coordinators at the National Conference on Sunday, March 17 at 9am.

Nominations & Awards, Sarah Wibe-Norris

- Nominations have been increasing over the years from 20 nominations in 2009 to 30 nominations this year. Nominations are high quality nominations.
- Included a community college person on the selection committee. More communication was sent out. Some challenges this year including the website.

Knowledge Community Reps, Faith Kazmi & Steve Lerer

- Confirmed new KC reps for next term; working on filling vacancies so there is overlap
- Will check-in with all KCs before Baltimore

NUFP, Wendy Aleman

- NUFPP ENROLLMENT
 - About this time last year, our Region had 96 fellows enrolled. Since last year, our enrollment is down by three students. Below is a comparison of our numbers.

February 2014	March 2013
Total: 93 Fellows	Total: 96 Fellows
Spring fellows (May enrollment): 29	Spring fellows: 39
Fall (October enrollment): 36	Fall fellows: 42
Special – Careers in Student Affairs Recruitment: 13	n/a
Returning for a second year: 15	Returning for a second year: 15

- NUFPP Region VI Scholarships
 - Five NUFPP fellows were selected to receive the first Region 6 NUFPP scholarships. These scholarships were awarded in the amount of \$400 to students representing the following schools:
 - CSU Fullerton (2 award winners)
 - CSU LA
 - CSU Long Beach

- University of California, Irvine
 - NUFP scholarship recipients were briefly recognized at the beginning of the WRC Awards Luncheon. Recipients volunteered during the conference and submitted a post-conference reflection.
 - Challenges with the scholarship? Coordination with the national office is important since all of the applicants for the scholarship were accepted fall term. The time period between the fellows notice of acceptance, receiving the roster of accepted students, and application to the scholarship was tight. We may want to limit the scholarship to only spring accepted fellows (under this scenario only about 30-50 students would be eligible for this opportunity. See spring enrollment numbers above).
- NUFP Institute at the Western Regional Conference
 - This year's institute was a collaborative effort between the Region V and Region VI NUFP coordinators.
 - 29 students enrolled in the 4th annual WRC NUFP Institute hosted by the University of Utah. While a majority of the fellows enrolled were represented of Region 5, ten students from Region 6 enrolled in the institute – five of these students would not have attended without the support of the Region 6 scholarship. The remaining five Region 6 fellows obtained support from their campus. After months of planning, the Institute turned out to be a great success helping to welcome our students to NASPA and our region, and served to support participants' transition into the conference.
- Effort to Increase NUFP Visibility and NUFP Alumni Engagement (NUFP national program goal)
 - At the regional level, we have taking a few measures to meet NASPA NUFP Board goals to increase the visibility of NUFP and engage our alumni. Here are a few activities incorporated into the Western Regional Conference:
 - NUFP Coordinators (Region 5 and 6) worked to include a video presentation about NUFP during the WRC opening session
 - NUFP alumni presenting at the WRC were highlighted in the program as NUFP Alum
 - As a means to engage alumni at the regional level, NUFP Alumni were invited to volunteer for the NUFP institute as group facilitators or join the NUFP Institute participants for dinner
 - It would be great to brainstorm with the board other ways to engage NUFP alumni with Region 6 activities.
- Reminder of NUFP Region 6 Goals
 1. Increase NUFP enrollment by 25%
 2. Increase NUFP and NUFP Alumni visibility in the region
 3. Increase opportunities for NUFP alumni at the regional level
- Summary

We are on our way to reaching our goal of increasing the visibility of NUFP regionally and continuing to explore new ways to engage NUFP alumni, however, we have fallen short on increasing our NUFP enrollment. The next NUFP application period is in May. With the help of the board, we can reach our goal of increasing enrollment by 25%. Using last year's number, our goal is to increase our enrollment by 24 more students. – our target is **120 fellows by December 2014.**

Research Division, Dr. Cedric Hackett

- Continuing to work on building a new research division team and exploring ways to collaborate with Region V on coordinating a research institute
- With the board approval to increase research grant award funds to \$6,000 at November meeting, the Research Division will further discuss and make a decide whether different amounts should be

offered for master's and doctoral grant proposals. Per the recommendation from the advisory board, the committee will consider ways to ensure greater accountability.

Professional Standards, John Hoffman

- In Fall, 2012, we piloted an assessment of educational sessions at the NASPA Region V-VI Western Regional Conference in which we disaggregated session evaluations based on the professional competencies. For this conference, individuals identified 1-2 of the 10 professional competencies when submitting presentation proposals for the conference. We used these identified competencies to calculate the number of sessions aligned with each competency, the number of participants who attended sessions aligned with each competency, and the average response to the question "How well did the presenter(s) accomplish the session's learning outcomes?" for each competency. We reported the results to the NASPA Region VI Advisory Board and forwarded them to the planning committee for the 2012 Region V-VI conference held in Salt Lake City, Utah.
- As a means of continuing this work, I have met with Andi Sims, Interim Director of Student Life and Leadership at Cal State Fullerton and conference chair for the 2014 NASPA WRC, as well as with members of the program committee regarding means to utilize this approach for the upcoming 2014 Region V-VI conference, which will be held in Anaheim, CA. The program committee and assessment representative for the conference are exploring multiple options for utilizing and/or expanding upon this approach when assessing the conference. Three potential assessment models have emerged from the dialog:
 1. OPTION #1: Use the same assessment approach from the 2012 Region V-VI Conference. The survey logic would ask participants to (a) identify which educational session they attended for each session block and (b) respond to the question, "How well did the presenter(s) accomplish the session's learning outcomes?"
 2. OPTION #2: Expand upon Option #1 by using survey logic to populate questions with the 1-2 competencies to which the presenters aligned their sessions. Thus, the survey logic would ask participants to (a) identify which educational session they attended for each session block and (b) respond to the following three questions:
 - a. To what degree did this session contribute to your knowledge, skill, and dispositions related to <<1st populated competency>>?
 - b. To what degree did this session contribute to your knowledge, skill, and dispositions related to <<2nd populated competency>>?
 - c. Overall, how well did the presenter(s) accomplish the session's learning outcomes?
 3. OPTION #3: The third option would expand upon Option #2 by changing the third question to state "Overall, how well did the presenter(s) accomplish the following learning outcome?" and then list the session learning outcomes from the proposal. This would require a change in the fields for calls for presentations by separating out a field for learning outcomes with a limited number of characters to keep the field manageable.
- In addition to this effort related to the Region V-VI Conference, Dr. Dyrell Foster, Dean of Students at Rio Hondo College and Executive Chair for Southern California, has worked to align content from regional drive-in conferences to the professional competency framework. Collectively, these efforts should contribute to our Regional planning to help ensure that we are providing holistic and comprehensive professional development for our members. This should be especially valuable once NASPA implements its competency-based professional development portfolio tool.
- Finally, I spoke by phone with Dr. Joseph Cicala, Vice President for University Life and Chair of the NASPA Professional Standards Division regarding efforts at the national level. I will be participating

in two conference calls prior to the Baltimore Conference and then two meetings at that conference, so I should have more to share with the Region in my next report.

Public Policy, Kandy Mink Salas

- Presentation - At the Western Regional Conference, a NASPA public policy update session was offered and drew a full room (over 50 participants). All relevant issues were covered and a good dialog emerged among attendees. Future writers of public policy articles for the regional newsletter were recruited.
- Articles published - Several writers have been recruited and articles published on public policy issues. In the fall issue of the Region VI newsletter, an article on undocumented students and the impact of the DACA (deferred action for childhood arrivals) policy was explored. In the spring issue, an article on California state legislation protecting the rights of transgender students in schools will be published. The article also discusses issues for transgender students on college campuses. A second article to be published in the spring issue is on "Current Issues n Federal Funding for Higher Education".
- National Conference - A full slate of public policy sessions will be offered at the national conference. I will be attending all sessions and co-facilitating two sessions.

Community Colleges Division, Laura Dulgar

- NASPA Region VI Advisory Board Meeting – Anaheim Marriott, CA
 - June 5-7, 2013
- 2013 WRC – Salt Lake City, UT – Landscapes
 - Region V/VI Dinner
- Program Reviewer for the WRC – Landscapes Conference in SLC, 2014

Small Colleges & Universities, Jerry Price

- After small colleges and universities roundtable at WRC, wrote blog on issues raised at round table on small college & university division blog on NASPA website
- Continue to work on small college & university institute which will be held in Buffalo in June
 - Kevin Krueger will have a session to report on results of NASPA survey that was recently sent out on changes in student affairs functions, structure, budget changes, etc.

Social Media, Grace Bagunu

- Team putting together youtube videos e.g. twitter tutorials, making the most out of linkedin
- Established schedule:
 - Media minute Mondays
 - Tumblr Tuesdays; continue to do Who's who on advisory board
 - Wednesdays—working with WRC social media people to do WRC Wednesdays; updates and posts about regional conference
 - Thurs—linkedin; discussion board, postings on top jobs
 - Nothing on Fridays
 - Hoping for content so if there's anything you would like Grace and team to post on social media, send to naspasregion#6@gmail.com; emails go to Ashlea for newsletter input and Grace's team for social media distribution on appropriate format/day
- All social media outlets are growing; numbers going up; working on being consistent and encouraging people to post/use/follow

- Following other regions so that national info also going up on R6 outlets
- Working to create scaffolding for the year to ensure smooth transition with next group

Northern California Sub-Region, Mike Marion

- Drive-in conference on February 7th at UC Berkeley
- Working with Grad Student Rep and GAPS to coordinate reception after event

Southern California Sub-Region, Dyrell Foster

- The SoCal Executive Board has one new addition to our membership:
 - Lisa Punelli, Academic Counselor, School of Ecology, UC Irvine
- Current members who are interested in serving on the Board for 2014-16:
 - Alex Froehlich, Loyola Marymount University
 - Jean Bennett, UC Irvine
 - Cammy Wang, UC Irvine
 - Lisa Punelli, UC Irvine
- We are preparing to plan for our next drive-in conference, "Rise Above the Competition: Navigating the Job Search Process"

Arizona Sub-Region, Laurie Silver

- Planning a graduate student reception in collaboration with the Region VI Graduate Students/New Professionals Representative and the GAP representative. Date and location have not been confirmed as yet.
- Hosted an information table at the Maricopa Community College District Student Success Conference on November 1, 2013. About 30 attendees stopped to talk to our NASPA representatives and took a Region VI brochure. This event follows the outreach efforts conducted last year that included receptions hosted by AZ NASPA in Phoenix and Tucson.

Hawai'i Sub-Region, Lori Ideta

- NASPA Hawai'i Chair role is being transitioned from Lori Ideta to Co-Chairs Christine Quemuel and Dee Uwono. Both are highly involved NASPA members and we look forward to their leadership of our subregion.
- NASPA Hawai'i co-sponsored, along with Women Leaders in Higher Education of the American Council on Education, Dr. Doris Ching and Dr. Amy Agbayani, editors of Asian American and Pacific Islanders in Higher Education (published by NASPA) a presentation of their book, along with sales, to the monthly meeting of Women Leaders in Higher Education.
- NASPA Hawai'i will be hosting Dr. Ronni Sanlo for professional development sessions on LGBTI equality on February 07.

Member-at-Large, Association Liaison, Kim Burdett

- A list of associations and organizations supporting various areas in Student Affairs was sent out to Advisory Board Members in November for comments, questions, and additions. Ideas provided by Advisory Board Members were added to the list. This resource also includes upcoming events that will take place within the region. This can be used as a resource by the regional membership, as well as serving as a resource to further direction for collaboration and liaisons.
- As Association Liaison, I regularly visit the listed websites during the first week of each month to look for any upcoming events in Region VI that could present an opportunity for collaboration and

partnership with NASPA Region VI. Since November, no additional collaborative ventures have been identified yet.

- One of the next steps is to explore how (and if) this list could be presented as a resource to the membership. The list is included below, and will also be provided as an attachment.

Member-at-Large, Jeanne Ortiz

- Traveled to several other small college and university campuses in southern CA and promoted the small college and university institution in Buffalo, NY.

Newsletter/Communications, Ashlea Wilson

- Newsletter Editor Report
 - In the process of determining the 2014-2015 Newsletter Deadlines
 - Winter Newsletter Edition Distribution date is: February 13, 2014
- Communications Report
 - In the process of assessing the website to determine the capabilities for full usership
 - Assembling a Communications Sub-Committee
 - Working on getting photos up on the Advisory Board and Knowledge Communities page on the website
 - Will be in contact with the national office to transition important Region VI documents from the old NASPA website to the new website
 - Will be adding additional information in the upcoming month to the Get involved, Newsletter, and About Region VI webpage's
 - Currently having issue uploading jpegs to the email system; national office is aware and is troubling shooting the issue

Social Media Highlights, Grace Bagunu

- Current statistics for social media as of January 2014
 - Twitter has 570 followers
 - Facebook has 494 members in the group
 - LinkedIn has 914 members in the group
 - Tumblr has 22 followers
 - YouTube has 9 subscribers and we posted the first #MinuteMedia episode
- Updates for social media
 - Social Media protocol is being updated
 - Monthly meetings for social media sub-committee on 2nd Monday of each month
 - Some members rotating off/staying on sub-committee for next term
- Other highlights:
 - Started @MinuteMedia Mondays on YouTube
 - Created schedule for posting on social media through various outlets
 - #MinuteMedia Mondays: 1-minute videos will be posted on YouTube every other Monday. These updates will include anything from tutorials covering how you can navigate through different social media platforms to how you can best make social media work for you. Check out our first #MinuteMedia video by clicking here! Like what you see? Subscribe to our Region VI YouTube Channel!
 - Tumblr Tuesdays: Follow Tumblr to receive weekly posts and learn about what is happening regionally and nationally with NASPA.

- WRC Wednesdays: The Western Regional Conference (WRC) is set for November 2014 in Anaheim, CA. Leave it up to us to provide you with additional information and updates about the conference on WRC Wednesdays.
- Top Job Thursdays: Join our [NASPA Region VI LinkedIn](#) group to receive jobs postings every Thursday!
- Fun Fact Fridays: Fun facts (and/or stories) about NASPA and our field will be posted on our various social media platforms!

Scholarship

Professional Development

SoCal Drive-in Conference—Rise Above the Competition: Navigating the Job Search Process

February 14th, 2014 ◇ Chapman University, Orange, CA

- Concurrent sessions for: graduate students & new, mid-level, & seasoned professionals
- 10 sessions total
- Welcome: Jerry Price, Vice Chancellor of Student Affairs & Dean of Students, Chapman University
- Keynote speaker: Henry Gee, Vice President, Student Services, Rio Hondo College

NorCal Drive-In Conference—Building Bridges to Success: Collaboration and Innovation

February 7, 2014 ◇ University of California, Berkeley, Berkeley, CA

- Concurrent sessions for: graduate students & new, mid-level, & seasoned professionals
- 10 sessions total
- Welcome:
 - Michael Marion, Exc. Chair NASPA NorCal & Dean of Student Services Cosumnes River College
 - Harry Le Grande, Vice Chancellor Student Affairs University of California Berkeley & Host
 - Henry Gee, Region VI Director & Vice President, Student Services Rio Hondo College
- Keynote speaker: Dr. Regina Stanback Stroud, President of Skyline College

2013 NAPS National Conference – Bold without Boundaries

March 17-20 ◇ Orlando, FL

- *“Working at Community Colleges – An Important Career Choice Anytime in Your Career”*
- Approximately 40 attendees
- Good questions. Many interested colleagues/graduate students.
- Need to look at having a session for graduate students who might be interested in working in the community college.

2013 Student Success Conference

October 31, 2013 ◇ Phoenix, AZ

- *“ASPA-iring in NASPA”*
 - Knowledge of NASPA resources and how to access.
 - Plan on how to actualize involvement (attending conferences, presenting, writing)
 - Write a proposal for the 2014 WRC.
 - Will be following up with participants to encourage them to attend/write a conference proposal.
 - 30 Attendees
 - Information table at Vendor/Information Fair
 - Handed out Region VI Information
 - 1000 attendees

Advocacy

Public Policy Division Chair, Kandy Mink Salas recruited several writers to publish articles on public policy issues. In the fall issue of the Region VI newsletter, an article on undocumented students and the impact of the DACA (deferred action for childhood arrivals) policy was explored. In the spring issue, an article on California state legislation protecting the rights of transgender students in schools will be published. The article also discusses issues for transgender students on college campuses. A second article to be published in the spring issue is on "Current Issues n Federal Funding for Higher Education".