



NASPA

Region VI

Lori M. Ideta
Region VI Director
Regional Advisory Board Report
February 2015

NASPA Board Action Items

None at this time.

NASPA Mission

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

Leadership

Membership: [Marie Minnick, Membership Coordinator]

- **Current Regional Membership:**

Total Individual Members	2003
Individual Paying Members (excludes Honorary, NUFP, Voting members)	1876
Institutional Members	94
Total New Members	150

Treasurer Report: [Natalie Schonfeld, Treasurer]

- Membership Funds allocation to the sub-regions effective July 2014 = \$17,253.
- Balance of Region VI funds as of January 17, 2015 = \$144,616.

NASPA Gives: [Henry Gee & Grace Bagunu, Co-Ambassadors]

- Region VI Foundation Ambassadors (Grace Bagunu and Henry Gee) are working hard to reach both our dollar and donor goals. We hope that we can not only meet the goals, but exceed them. We have a great record of meeting our dollar goals, but we need to really work hard to increase our donor base.

Sub-Regions

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

- February 2015 conference call will be held with NorCal Advisory Board to confirm dates for 2015-16 professional development events/activities; all future NorCal advisory board meetings (face-to-face and conference calls) are still pending confirmation from all advisory board members.
- 2014-16 Norcal Advisory Leadership Board Roster:
 - Serjio Aceveda, University of the Pacific
 - Jayme Brunner, California State University, Monterey Bay
 - Isaac Castro, University of California, Berkeley
 - Sandra Chavez, Graduate Theological Union, Berkeley, CA
 - Emily Dutch, Drexel University – Sacramento Branch
 - Heather French, Holy Names University
 - Carolyn Golz, University of California-Santa Cruz
 - Eric Guico, East Bay College Fund in Oakland, CA
 - Kimberly Renee Knowles, University of San Francisco
 - Dr. John Mosby, Mission College, Santa Clara, CA

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

- Co-Chairs Pendakur and Carter are conducting monthly conference calls with SoCal Exec Board, and have identified and established smaller working groups for some of the details regarding the Drive-In. The SoCal Exec Board has been wonderful to work with!

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

- The Arizona Executive Co-Chairs engaged NASPA Arizona members and created a NASPA Arizona sub-regional leadership board. There are eight members on the NASPA AZ leadership board and have all three state institutions in Arizona represented. The first Arizona Board meeting was held on November 7 and they have had two conference calls within the last few months. NASPA AZ scheduled three socials in different parts of Arizona (Flagstaff, Tucson, and Phoenix). Flagstaff had a successful social where NASPA members and other higher education professionals not in NASPA were invited to attend the meet & greet. This was an opportunity for NASPA AZ member engagement as well as bringing awareness to the organization. Tucson and Phoenix socials will be taking place in the coming weeks.
- The NASPA AZ leadership board will meet in person again on February 19 in Phoenix. Discussions will be about the socials and the possibility of collaborating with AzCPA on a professional development drive-in to occur in October 2015.

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 have been on-going.

Division Reports

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

- Dr. Hoffman 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. The goal is to collect evaluation data for the WRC that can be disaggregated by professional competency for analysis and reporting. Dr. Hoffman is also serving on the ACPA-NASPA Joint Task Force that is reviewing the professional competencies. Dr. Berenecea Eanes from Region VI is serving as a co-chair for this task force.

Community Colleges: [Cathy Wehrman, Community Colleges Division]

- Continued to work on the strategies outlined in the CCD Summit, as part of the Membership and Professional Development committees. 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.
- As part of the Professional Development committee, we reached out to our regional community college constituents to encourage them to submit proposals for the 2015 national conference. We have been working on various ways to increase interest and participation in the CCI in March, as well as working on providing four NCC Online webinars.
- As part of the Membership committee, efforts were made to recruit new CCD members at the Western Regional conference in November. As the CCD rep for Region VI was unable to attend the conference, assistance was solicited from the Small Colleges and

Universities Region VI representative. She agreed to pass out flyers at the Knowledge Community Fair which contained information on promoting the CCD and contact information of the Region V and VI representatives.

- Wehrman will be working with the Membership and Marketing committees to develop a New Members packet to use for recruiting purposes. She is contacting other CCD members for professional affiliations and upcoming conferences they will be attending, as a means to share this packet. She will also send emails to past community college participants of NASPA webinars who are non-members to invite them to join NASPA and to participate in the CCI if they are attending the National Conference.
- In the January 2015 NASPA Hawai'i meeting, she shared findings that the community colleges were underrepresented in Hawai'i, only finding three current NASPA members at Kapi'olani Community College out of the entire state. NASPA Hawai'i members agreed that more needs to be done to encourage membership and to offer topics of interest in planning future events for community college professionals.

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

- Leadership/Volunteer Management
 - Recruitment & Selection
 - Since March 2014, the Region VI Knowledge Community Coordinators (Molly Bechtel and Anthony Keen) have supported the recruitment and selection of 33 Regional KC Representatives.
 - Recruitment occurred via word-of-mouth referrals, Facebook (specifically, the NASPA Region VI Group), and Volunteer Central. In the case of Co-Representatives, many times the candidate was identified by the original Regional KC Representative in order to support effective management of the volunteer role.
 - Regional KC Representatives who were interested in and recommended by the former KC Coordinators were submitted to the Regional Director for appointment approval. Subsequent candidates were asked to submit a letter of interest and resume, which was reviewed and forwarded to the Regional Director for approval.
 - Following approval of appointment, Regional KC Representatives were sent a confirmation letter with next steps. This letter was shared via email with the relevant National KC Chairs Cc'ed.
 - Despite frequent and persistent recruitment efforts, a Regional KC Representative has not been identified to serve the Wellness and Health Promotion KC.
 - Orientation & Training
 - Once approved, KC Coordinators shared an official appointment letter with new Regional KC Representatives. This letter included:

- Congratulations and gratitude for serving NASPA in a volunteer capacity
 - Notice of a training opportunity (“KC Leader Training for Regional KC Representatives” webinar) through NASPA
 - Short survey to collect preferred contact information
 - Connection with National KC Chairs
 - Additional training occurred on conference calls, which are scheduled approximately every other month (6/6/14, 8/13/14, 10/6/14, and 2/9/15). Agenda items included:
 - Review of the Regional KC Representative role
 - Conversation about Goals & Communication between National and Regional
 - Budget & Funding
 - Building a Subcommittee/Team
 - Region VI Advisory Board Updates, including new mission and goals
 - Western Regional Conference Planning
 - One-on-one calls with each Regional KC Representative were also utilized to clarify responsibilities, set KC-specific goals and answer questions. These occurred between September and October 2014.
- Member Engagement
 - Beyond conference calls and one-on-one conversations, Regional KC Representatives are highly engaged at the Western Regional Conference. The following activities were planned and facilitated by the KC Coordinators to support and appreciate the Regional KC Representatives:
 - Leadership Luncheon
 - Attendance: 21 Region VI KC Representatives (or Sub-Reps) attended the KC Leadership Luncheon.
 - Agenda:
 - Welcome & Introductions
 - Review Conference Agenda
 - Review KC Goals
 - Discussion & Lunch: How do you see your KC accomplishing these goals? What challenges, if any, do you foresee in seeking to accomplish these goals? What support do you need?
 - Share Out
 - Wrap-up, Distribute Polos & Group Picture
 - Regional KC Representative polos were distributed as a token of appreciation for their service to NASPA. Reps were encouraged to wear them to the KC Fair.

- KC Fair
 - Attendance: 250 (approximately)
 - 22 Region VI KC Representatives (or Sub-Reps) participated in the KC Fair. Just 7 KCs were not staffed by Region VI KC Representatives (or Sub-Reps) at the KC Fair. In many cases, the Region V KC Representative was present and promoted the KC. Additional tables were included for the Small Colleges and Universities Division, as well as for folks interested in forming an AB540/Undocumented Students KC.
 - The KC Fair was paired with the Assessment, Research and Evaluation KC-sponsored poster session.
- Community Involvement
 - Regional KC Representatives have coordinated a number of opportunities to support involvement among other NASPA members. The majority of these activities occurred at the Western Regional Conference, while other Regional KC Representatives have gone above and beyond to coordinate drive-in conferences and collaborative mixers.
 - Western Regional Conference
 - KC 101 conference session
 - KC Fair
 - KC meetings and mixers
 - KC “focused” programs
 - Newcomer Welcome
 - Latino/a KC Drive-In Conference
 - Hawaii KC Representatives Mixer
 - Arizona API KC and ACPA Asian Pacific American Network (APAN) Mix and Mingle

Volunteers: [Josie Alquist, Volunteer Coordinator]

- A volunteer survey was sent to members and leadership through the home office. Pulled a smaller sample size of about 300/800 with a 38% response rate. Overall, people love volunteering and volunteering through NASPA as it has enriched their experience. They want more opportunities for knowledge, experience, fulfillment and social aspects. 93% believe that it contributed to their experience. Using data to conduct individual interviews and gives more credibility to expand and grow Volunteer Central. Ms. Alquist wants more visitors to Volunteer Central and wants to make the website more exciting and engaging.

Graduate Students: [Wiliama Sanchez, GAP Representative]

- NASPA Since the last September report, 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 Mānoa
- Johanna Prado-Lazareno, California State University, Fullerton
- Tiffany Rivera, California State University, Long Beach
- Miles Trudo, University of Hawai'i at Mānoa

NUFP: [Wendy Aleman, NUFP Coordinator]

- At the 2014 Western Regional Conference in Anaheim, CA, 50 NUFP fellows attended. Fellows had a great time and it helped transitioned them into conference. For next year, would like 100 NUFP fellows to attend NUFP institute. This conference will special for NUFP because it was the 25th anniversary. In addition, we are well on our way to meeting our 100 NUFP goal.

Newsletter: [Richard Mizusawa, Newsletter Editor]

- Has been newly appointed and is currently working on the 2015 Winter Edition

Websmaster: [Marcus Rodriguez, Webmaster]

- In January 2015, the Region VI Webmaster built out conference webpages for the Latin@ KC, SoCal Executive Committee, and the APAHE 2015 National Conference. There was a refurbishment of the Region VI front page and SoCal Executive Committee page. It was also requested that all Region VI Board Members update their NASPA online profile with a hi-res picture of themselves. Work on the WRC webpage will begin in February and will be unveiled at the Board meeting in New Orleans.
- The Region VI Webmaster also provided the following assessment of regional website development and autonomy: The 2014 WRC Planning Committee was the “test group” when it came to the conference website build-out. NASPA support teams attempted to assist WRC through the development of an all-encompassing CMS overhaul and reconsideration of website build best practices. Because there was reliance on a volunteer support team assisting the NASPA support personnel, communication was not always at optimal speed with some check-ins and design/content modification updates. Still, it afforded the Tech Team to further investigate, in cooperation with NASPA, the best way to assess and better this aspect of WRC support. We are proud to say the many of the suggestions offered to NASPA are now a part of protocol and suggested site features have also been incorporated.

Graduate Students: [Wiliama Sanchez, GAP Representative]

- 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 15th. Those 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. The Graduate Liaison would like to propose to the regional board about providing scholarships to graduate students to attend certain conferences (WRC Graduate Student Institute, Annual Conference, The Placement Exchange, etc.).
- The Graduate Liaison would like to propose to the regional board about providing scholarships to graduate students to attend the Placement Exchange. Providing graduate students the financial support to attend the Placement Exchange would help cultivate a stronger presence of graduate students from our region. For many graduate students, it can be difficult to find financial support to attend The Placement Exchange. Being able to support our regional graduate students will help to provide professional development that is tailored specifically towards graduate students.

Public Policy: [Kandy Mink Salas, Public Policy Representative]

- The Spring 2015 issue of the Region VI e-newsletter will include an article called, "Revisiting the GI Bill" written by Dominica Scibetta, a graduate student at California State University, Long Beach. Several other regional newsletter articles are in progress, primarily being written by graduate students.
- A NASPA website Public Policy Division Blog entry was published in early February called "Walking a Tightrope: Attending to the Mental, Emotional, and Spiritual Health of Undocumented Students", written by Kandy Mink Salas, Assistant Professor at Azusa Pacific University.

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

- Working with John Hoffman to incorporate NASPA's professional competencies into the Drive-In Evaluation.

Websmaster: [Marcus Rodriguez, Webmaster]

- The Region VI Webmaster will be providing the Region VI KC New Professionals and Graduate Students KC Representative with scholarship program templates approved by the Region VI Advisory Board in 2007 to assist in the development of a new scholarship program proposal.

Professional Development

- *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.
 - 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 6th.
 - 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 15th.
 - 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.
 - GAP representatives have been given the opportunity to apply to become a GAP intern during the 2015 Annual Conference.
- *Public Policy:* [Kandy Mink Salas, Public Policy Representative]
 - Worked 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 summarized current public policy issues and reported on NASPA’s public policy agenda. Approximately 50 people attended. Excellent discussion occurred and the recommendation is to continue this as an annual session at the regional conference.
- *Western Regional Conference 2014 Conference:* [Andi Fejeran Sims, Conference Chair]
 - The joint regional conference for Regions V and VI occurred on November 9th – 12th, 2014 at the Anaheim Marriott in Anaheim, CA.
 - This was the largest regional conference with 900 participants.
 - Additional hallmark accomplishments were:
 - Celebrated their 25th Anniversary of returning to Orange County and 25th Anniversary of hosting a joint conference between their regions.
 - Celebrated the 25th Anniversary of the MUFP/NUFP program hosted by Region NUFP Coordinators Ms. Wendy Aleman and Ms. Kim McAloney.
 - Offered the largest number of regional workshops sessions totaling 115 topics.
 - Held 6 Pre-Conference Institutes achieving 203 participants.
 - Featured three dynamic social change agent speakers: Opening Speaker – Mr. William Allen Young (Actor & Activist); Veteran’s Day speaker – Dr. Marshall W. Thomas (Developer of VET NET Ally Program); Closing

- speaker – Dr. Ronni Sanlo (Renowned Activist and Region VI family member).
- Raised over \$90K from sponsors, exhibitors, and in-kind contributions.
 - Sodexo achieved Platinum level sponsorship
 - Cal State Fullerton achieved Gold level sponsorship
 - Chartwells achieved Silver level sponsorship
 - Bon Appétit and USA Today achieved Bronze level sponsorship
 - Honored 26 award and grant recipients
 - *Websmaster*: [Marcus Rodriguez, Webmaster]
 - Theme Development and Branding
 - The 2014 WRC Planning Committee identified early on that they wanted to incorporate student designs and media development. From logo to video, they successfully recruited and were able to feature art and student productions while maintaining oversight and quality control through the pitch and draft process. Early and constant assessment beyond high-caliber product led to early considerations of cultural sensitivity abroad and within the localized community.
 - On-Site Connections
 - 2014 WRC Tech Team benefitted greatly by securing early introductions to venue staff and hired technicians. Able to secure a straight, quick connection to the persons directly charged with supporting the Tech Team helped to mitigate confusion and kept the group comfortably on task with an empowered ownership of their area and the support personnel (and equipment) associated.
 - Program planning/implementation timeline from November 2013 – December 2014
 - Early branding and logo decisions early on, put the appropriate pressure to build out the WRC website and social media campaigns (with anticipated monthly, to weekly, to later daily updates). Key deadlines, in anticipation of WRC presentations (i.e. WRC “Save the Date” announcement the year prior) and monthly meetings kept the group on-task and readied for WRC execution. Still, as the WRC date approached, key decisions (e.g. branded apparel) needed to be made by group leadership in order to ensure efficiency.
 - November – Finalize logo and branding expectations
 - December – Create a dedicated task list
 - January – Develop and approve working timeline, upload WRC associated media (i.e. promo video)

- February – Solidify direction of the outreach (sponsors, off-site vendors, presenters) and complete proposal submission apparatus build
- March – At National, launch WRC webpage (info presentation, including pre-con institutes) w/ social media support (e.g. posting calendar) and call for programs
- April – Ensure venue and sponsor/exhibitor expectations articulated
- May – Programs update checks – weekly; opening session/keynote and reception event promo ready (webpage/social media)
- June – Registration promos in top gear with website and social media support; volunteer section build-out on the web
- July – Featured speakers web section build-out and promo plan in operation; sponsorship and exhibition pages complete
- August – On-site visit to troubleshoot and brainstorm while nurturing team relationships; settle on-site publicity/posting needs
- September – Conclude apparel, tech, and supply orders
- October – Finalized schedule online and in Guidebook, printed copies available for download; FAQ section with emergency and illness resources available on web
- November – Re-connect with venue and off-site hired personnel, run-throughs, scripts, lighting cues, etc.
- December – Further develop website, with social media support, offering presented materials, support docs, and assessment opportunities
- Top 3 Accomplishments
 - Dynamic brand and imagery generation
 - Assisting in the development of NASPA WRC web support best practices and protocol
 - Effective use of Guidebook and the creation of on-site personnel connections.
- Top 3 Recommendations for Improvement
 - Pre-development meeting with NASPA web support team and subsequent check-ins throughout the year
 - Hard deadlines for presenters to submit their materials and reminders about tech needs
 - Room scheduling and appropriations in alignment with presenter submission timelines and expectations

- *NASPA Hawai'i Mixer and Meeting:* [Christine Quemuel and Dee Uwono, Hawai'i Co-Chairs]
 - October 23, 2014
 - Holoholo Bar & Grill
 - 27 attendees
 - Sponsored by the Women in Student Affairs, Campus Safety, Asian & Pacific Islander, Indigenous Peoples, and GLBT Knowledge Communities. A night for NASPA members to get to know each other as well as to encourage non-NASPA members to join NASPA. Update all members regarding NASPA Hawai'i, NASPA Region VI and NASPA National. Introduce everyone to our new Regional Director, Dr. Lori Ideta.

- *The Abriendo Corazones von Valor Drive-In Conference:* [Molly Bechtel and Anthony Keen]
 - January 16, 2015
 - UC San Diego
 - Coordinated by Region VI LKC Representative Briseida Elenes and a team of volunteers, it offered interactive discussions such as Latin@ relevant policy trends, contemplation of heritage and identity, and the development of a personal narrative based on participants' experiences. The full-day program focused on the diverse social identities within today's Latin@ community and create spaces for critical dialogue on 21st century Latin@ issues to better equip Latin@s and allies to disrupt patterns of intragroup inequity and social injustice.

- *GAP Brown bag Lunch with Senior Student Affairs Officers (SSAOS):* [Christine Quemuel and Dee Uwono, Hawai'i Co-Chairs]
 - January 28, 2015
 - University of Hawai'i at Mānoa
 - 26 attendees
 - Sponsored by NASPA's Graduate Associate Program, NASPA Hawai'i, and the UH Manoa College of Education Student Association
 - An informal, talk story session where attendees met the SSAOs from five different college and university campuses, learned about their career pathways, asked questions and made valuable new connections.
 - Target audience was graduate students, new student affairs professionals, or those interested in pursuing student affairs as a future career.
 - This event gave the audience various perspectives from leaders who have a wealth of knowledge in this field.

- *Rise Above the Job Search: Drive-In Conference:* [Moya Carter and Sumi Pendakur, SoCal Co-Chairs]
 - February 13, 2015

- Offering sessions focusing on Career Preparation and Top Strategies for Success, EdD v PhD, Navigating your Identity in the Professional Workspace, Managing from the Middle, Contract Negotiation, Resiliency, Failure and Staying Positive, Social Media, Professional ID (transition), Self-Care, navigating NASPA National Conference TPE, mock interviews and resume review.
 - 109 registrants as of 2/9/15.
 - The schedule has been solidified. Presenters and registrants have been notified.
 - The Board is in the process of wrapping up last minute logistics: parking permits, catering, signage, name tags, schedule printing, etc.
- *Post- Conference Social:* [Moya Carter and Sumi Pendakur, SoCal Co-Chairs]
 - Working on a Post-conference social after the Drive-In for both those who participated in the Chapman Drive-in and those who were unable to attend.
- *Northern California:* [Evette Castillo-Clark, NorCal Chair]
 - A topical webinar will be hosted this Spring 2015 for NorCal members (likely will center on a specific student population, Title IX, or social media).
 - Plan for a NorCal Drive-in June 2015 (location and topics still exploring).
 - Exploring hot topics of interest and/or trends for professional development for 2015-16.
- *Western Regional Conference 2015:* [Sherry Mallory and Christine Quemuel, Conference Co-Chairs]
 - *November 7-10, 2015*
 - *Marriott Oakland City Center, Oakland, CA*
 - Theme: Forces of Change: Bridging the Past, Present, and Future
 - Planning for the 2015 Western Regional Conference continues. The full conference committee has been appointed, and has been holding monthly conference calls. The committee met in person twice at the WRC14 conference in Anaheim – once as a full committee, and once with the 2014 counterparts – and will meet again in person at the 2015 NASPA Annual Conference in New Orleans.
 - The co-chairs are in the process of scheduling and completing conference calls with all key planning leads, including programs, local arrangements, hotel liaison, website, assessment and innovation, and marketing/ social media. The summer on-site planning meeting at the Oakland Marriott City Center has been scheduled for August 10-11, 2015 (immediately following the NASPA Region VI Board Meeting).
 - The conference launch in November at the WRC14 was successful. We distributed pens, information about Oakland, and fortune cookies with a custom “save the date” fortune (in honor of the fortune cookie folding machine, which

was invented in Oakland). We were assisted in our efforts by Kim Bardakian, Director of Public Relations and Partnerships at Visit Oakland.

- The final logo design will be selected this month, and targeted social media outreach efforts will begin shortly. The program chairs are finalizing the call for proposals, and hope to release it at approximately at the same time as the 2015 NASPA Annual Conference.

Advocacy

- *Knowledge Communities:* [Molly Bechtel and Anthony Keen, Knowledge Community Co- Coordinators]
 - Providing ongoing support for development of new Knowledge Community for Undocumented/AB540 Students. Working with a member in Region VI who has already organized a call of interested NASPA members from throughout the country. An in-person meeting at the National Conference with a draft of the formal proposal following.
- *Public Policy:* [Kandy Mink Salas, Public Policy Representative]
 - 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. Kandy Mink Salas is used as a sounding board for members, as a policy educator, and as a gatherer of opinion in Region VI as issues of policy emerge.
- *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.
- *Northern California:* [Evette Castillo-Clark, NorCal Chair]
 - NorCal members will have a presence as supporters, facilitators, or participants at the National Conference on Sexual Assault and Violence, hosted by UC Berkeley, February 24-25, 2015.

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.

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

- A number of programs have been planned and facilitated by Region VI Knowledge Community Coordinators and Representatives to support the creation of new knowledge and professional development in student affairs and higher education. Those events include:
 - Western Regional Conference
 - KC 101 conference session
 - KC Fair
 - KC meetings and mixers
 - KC “focused” programs
 - Latino/a KC *Abriendo Corazones con Valor* Drive-In Conference
 - Hawaii KC Representatives Mixer
 - Arizona API KC and ACPA Asian Pacific American Network (APAN) Mix and Mingle

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.

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

- Supporting the regional KC Representatives in their work of sharing information as well as creating community within their KCs in Region VI through regular phone conferences (September 13 and October 6), 1on1 meetings with a KC Coordinator, and electronic correspondence.
- Western Regional Conference - the Region VI KC Coordinators oversaw many components of the conference which all worked to build capacity amongst membership:
 - Newcomers Welcome - this session welcomed first-time WRC attendees. We focused this event on networking and getting attendees engaged in the Knowledge Communities and other foundational areas of NASPA.
 - KC 101 - a well-attended session focusing on how to get members involved in the Knowledge communities which will support increased capacity among membership
 - KC Leadership Luncheon - an opportunity for KC leaders to connect with each other to better support cross-KC collaboration and engagement
 - KC Meet-ups - networking and engagement opportunities for members involved with KCs
 - KC Fair - members directly engaging with what all the KCs have to offer in one place, provides education
 - KC-focused programs
 - Requesting Funds from R.VI KC Coordinators for WRC
- Through regular contact with KC Regional Representatives and events overseen during the Western Regional Conference, the KC Coordinators supported opportunities for members to become increasingly engaged and support the work of advocacy for NASPA.

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.

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

- While Regional KC Coordinator Anthony Keen was in Mexico delivering a training to over 100 student affairs professionals from throughout the 31 campus Tecnológico de Monterrey regarding LGBTQ student programs and

support, he also included references to how NASPA could support their work. Specific references to Knowledge Communities and how they support the work of student affairs professionals were made. This trip was taken as part of his role at San Diego State University and in collaboration with Dr. Enrique Ramos (2015 Pillar of the Profession).

Goal 4

4. Strengthen NASPA by making it a more responsive, vital and sustainable organization.

Objectives

- 4.1 Diversify and strengthen the sources of NASPA's revenue.
- 4.2 Increase collaboration and partnerships with higher education and other organizations.
- 4.3 Review and redefine the roles and responsibilities of the NASPA President, Executive Director, Regional Vice Presidents, and Board structure and composition.
- 4.4 Increase opportunities for innovation through technology.
- 4.5 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.

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

- Supported a NUFPP Intern from San Diego State University by involving her in the planning and administration processes of the KC work in Region VI.
- Continuing to encourage that collaboration be an expectation of the work of individual KC Regional Representatives in every interaction. Not just across KCs but across the region as well.
- Region VI KC Coordinators participated in the KC Leadership focus group on a national level. This included an online survey and then a call with other Regional KC Coordinators on January 30, 2015.