



Scott McAward, Ph.D.
NASPA Region V Director
Report for the July 2018 Board of Directors Meeting
June 10, 2018

NASPA Board Action Items

None at this time.

Leadership & Member Engagement

2018 NASPA Annual Conference Philadelphia, PA

Anna Gonzalez began her term as Regional Director-elect during the NASPA Annual Conference in March 2018 in Philadelphia, PA. During the conference, the Region V Business Meeting and Region V Social was held.

In May 2018, Anna Gonzalez accepted a position in the state of California and as a result will no longer serve as Regional Director-elect and subsequently Regional Director. After consulting with the NASPA President and Board Chair, a new Regional Director-elect has been appointed. Kathleen Farrell, University of Washington – Tacoma, will serve as the Regional Director-elect and the next Regional Director.

Knowledge Communities

Region V knowledge community co-coordinators have been working hard to market opportunities for open KC Representative positions, and then to ensure that new individuals being brought onto the board in KC rep roles have been trained thoroughly on region V processes. By the board meeting, all new members will be trained. KC coordinators are planning the training for the board meeting to initiate collaboration among and across representatives.

We have been holding monthly calls with KC reps, in alternating small and large groups. The most recent call focused on building out leadership teams for individual Knowledge communities to provide additional opportunity and involvement for members. Many KC representatives are currently in the process of building this out. We have also begun to do a KC spotlight in our regional newsletters to give representatives another avenue to share information with the region.

Membership

Sean Ferris, University of Washington, continued his term as the Region V Membership Coordinator. As of June 8, 2018, Region V Membership was 1,035, a slight decrease in membership compared to February 2018 (1.8%, or 19 members). Over the past 90 days, 46 new members joined in Region V. Membership by State or Province is as follows:

| | |
|----------------------|-----|
| Alberta | 27 |
| Alaska | 14 |
| British Columbia | 43 |
| Idaho | 42 |
| Montana | 30 |
| Nevada | 73 |
| Oregon | 246 |
| Utah | 202 |
| Washington | 350 |
| Unknown/Not Reported | 8 |

Two new State/Provincial Reps were appointed since March 2018. Chuck Lepper, Ph.D. was appointed Utah representative in May. Dr. Lepper currently serves as the Vice President of Student Affairs at Salt Lake Community College. Also in May, Katie McCooey was appointed the Washington State representative. She is a Residential Life Area Director at University of Washington Seattle. Both were appointed through the term of the current RD, ending in March 2019. The British Columbia representative position remains open and has proven difficult to fill. The Alberta representative will serve both provinces for the time being.

Under the direction of Sean Ferris and Judd Harbin, the Membership Team led a member survey. The survey was live from 2/27 to 4/1, supported by NASPA central office. Sent to 1,000 folks in region V and distributed through various NASPA list serves and social media sites. 167 responses. Data analysis is underway. A combination of quantitative and qualitative responses. On 6/4 an initial report was shared with the RV membership team. Recommendations were made to make the data useful for membership team by breaking it down into individual states and provinces, as well as generalizing the findings to be useful for the larger board. The RV Assessment, Evaluation, and Research KC representative, the Alberta and Idaho representatives, and the Membership Coordinator are collaborating on the evaluation. The membership team will be presenting a full analysis of the assessment at the Region V annual board meeting in Portland on June 26.

The Oregon representative with the support of the RV membership team will be hosting a PDX meet-up on June 26th for NASPA members. The event is intended to be social in nature and will provide members an additional opportunity to meet members of the Region V board who are in town for the meeting.

Communication

The Region V communication plan was continued and coordinated by Chris Meiers. Regular monthly e-newsletters were sent, along with targeted regional emails. Angela Buck continued as the Social Media Chair. The Region V Social Media statistics are:

June 2018:

- Twitter followers: 863
- Instagram followers: 135
- Facebook members: 548
- LinkedIn members: 148

June 2018 Advisory Board Retreat

The annual summer Region V Advisory Board Retreat is scheduled to be held in Portland, OR on June 25-27, 2018. Approximately forty board members will be in attendance. A portion of the retreat will be focused on the NASPA Strategic Plan revisions.

June 2018 Portland Advisory Board Meet and Greet

During the Advisory Board Retreat, the 3rd^d Annual “Advisory Board Meet and Greet” will be held in Portland, OR. Led by the Oregon state representative, Region V members and other interested individuals are invited to join the advisory board for an informal meet and greet appetizers and cash bar happy hour.

Region V Engagement Plan

Beginning at the June 2017 Advisory Board meeting, Sara Henry, advisory board member, has chaired the revision and updating of the Region V 2017-19 Engagement Plan to replace the previous Strategic Plan. Five subcommittees were formed consisting of the Regional Advisory Board members, each focusing on a different ‘pillar’ of the engagement plan. A draft was presented during the November 2017 Advisory Board meeting, and a final draft was completed in December 2017. The plan is centered around the following areas:

- **Inquiry:** Advancing scholarship and disseminating knowledge that supports evidence-based, innovative, inclusive, and socially just student affairs practices.
- **Professional Development:** Enhancing accessibility, relevance, and quality of professional development opportunities available to Region V student affairs professionals.
- **Social Justice:** Actively cultivating a community of social justice - where everyone feels welcome, included, and valued.
- **Partnerships:** Aligning and collaborating with internal and external constituencies to bring their knowledge and expertise to our shared (collective?) work and mission.
- **Membership:** Increasing the number of professionals and organizations who engage with Region V and working to deepen and extend their NASPA connections.

In January 2018 the draft of the Region V Engagement Plan was formally approved by the Regional Advisory Board with one minimal revision. The final draft was presented and approved by the Region V Advisory Board at the March 2018 Advisory Board Meeting in Philadelphia, PA.

Professional Development & Events

Region V Advisory Board Retreat

June 25, 2018 – June 26, 2018 – Portland, OR

Region V SSAO Retreat

June 26, 2018 – June 28, 2018 – Portland, OR

- 35 current registrants
- Coordinated by Chris Meiers and facilitated by Mike Segawa
- Co-sponsored by Bon Appetit

2019 Western Regional Conference – Location TBD

Kathryn Kay Coquemont was appointed the Conference Chair of the 2019 Western Regional Conference. Site selection is underway with the support of Experient. The primary target city is Portland, OR. On May 21-22, 2018, Kathryn and Scott McAward, Region V RD, conducted a site visit with the Hilton Portland and the Marriott Riverfront. Contract negotiations have begun with the Hilton Portland as the preferred location.