



**NASPA**

Region V

**Deneece G. Huftalin**

**Region V Director**

**Report for the December 2014 Board of Directors Meeting**

**November 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 student affairs.

## **Leadership**

### **Board Leadership**

Region V held its Board meeting on November 10, 2014, with approximately 30 Board members attending. It was held in conjunction with the Western Regional Conference in Anaheim, CA. Agenda included a visit from Pat Whitely, NASPA Board Chair, and Nathan Victoria, NASPA Regional Liaison. Board business also included hearing from Brett Perozzi regarding an international exchange to South Africa, approving several new co-sponsorship proposals, and getting updates on the membership, division, and KC initiatives to date. Leslie Webb was introduced as the incoming Regional Director and will be taking over early for Deneece Huftalin. It's been an honor to serve as the RD for this great group, and to serve on the national Board of Directors with such outstanding colleagues.

I have served alongside great NASPA colleagues on the national Board of Directors to review the strategic plan and to review the performance of our NASPA President. Both subcommittees have been led in a timely, professional, and productive way!

### **Knowledge Community Leadership**

Overall the KC Regional Representatives have been active on conference calls and connecting with members in the region.

- 12 KC representatives submitted news feed articles for the Region V news feed
- The following KCs are hosting meet up events at the western regional conference:
  - Latino/a
  - Administrators in Graduate and Professional Student Services (AGAPSS)
  - Parent and Family Relations

- Student Leadership Programs
- Multiracial
- Spirituality and Religion
- Gay, Lesbian, Bisexual, Transgender (GLBT)
- GLBT and Men and Masculinities
- Asian Pacific Islanders

### **Member Engagement - Faculty Division Leadership**

Emails were sent in July and August to known faculty in the region announcing the availability of the following:

- A maximum of 10 one-year NASPA memberships
- A maximum of five 50% discounted registrations to the regional conference (<http://www.naspa.org/events/2014-naspa-wrc>)
- A maximum of five 50% discounted registrations to attend the pre – conference Research Institute (<https://www.naspa.org/events/wrc-research-institute1>).

One faculty member has received the NASPA membership. Invited regional NASPA GAP (Graduate Associate Professionals) members to attend the regional board meeting

### **Membership Leadership**

#### **New State/Province Representatives**

- Corrine Padilla is officially serving as the Utah State Coordinator as of September 2014
- There is still an opening for the Oregon State Coordinator position
- The NASPA advisory board page on the NASPA website was updated and accurately reflects our current members on the board for state/province positions

**November Meeting Agenda Items** - The November meeting for state/province coordinators focused on the following topics:

- Continuing to develop ideas to engage members throughout the year
- Re-visiting micro-region initiatives
- Assessing effectiveness of current email templates

**Membership Updates, Trends, and Implications** - Membership numbers for all regions have taken a bit of a fall this month. The biggest drop was seen in the Professional Affiliates and Graduate Student Affiliates. When compared to the September 2013 report, however, this is an expected drop, and we are only down by a little more than 100 members. The few anomalies in institutional data compared to the previous month are due to data clean-up.

All other indicators show that this is normal attrition due to the time of the year. We should see these numbers rebound over the next few months with Annual Conference and regional conferences registrations

**New membership database** - Things to possibly come for advisory board members to have access to once new database is up and running:

- More real-time communication
- Reports on individuals new to the region (those who are already in NASPA but moving into Region V)
- New members versus returning, and being able to communicate with these subsets

One additional institution has joined our region since June 2014.

**NASPA Region V Membership Trends October 2014**

<b>MEMBER CATEGORY</b>	<b>Oct. 2012</b>	<b>Oct. 2013</b>	<b>Oct. 2013 New†</b>	<b>Oct. 2014</b>	<b>Oct. 2014 New†</b>
ASSOCIATE	58	49	2	44	1
DOCTORAL	Not avail.	8	0	Not avail.	-
EMERITUS	5	4	0	4	0
FACULTY	17	11	0	11	1
FAC-UPGRADE	2	1	0	Not avail.	-
INTER. ASSOCIATE	Not avail.	0	0	Not avail.	-
INTER. PROFESSIONAL	Not avail.	11	0	Not avail.	-
INTER. PROF UPGRADE	Not avail.	1	0	Not avail.	-
MASTERS	Not avail.	89	14	94	6
MAS-UPGRADES	Not avail.	2	1	Not avail.	-
PROFESSIONAL	551	529	47	559	22
PROF-UPGRADE	14	16	1	Not avail.	-
SUB-NONPROFIT	Not avail.	1	0	4	0
SUB-ADDITIONAL	Not avail.	2	0	3	0
UNDERGRAD	17	21	2	17	3
NUFP	30	37	1	28	0
VOTING DELEGATE	86	86	2	87	0
INTER. INSTITUTIONAL	Not avail.	9	0	10	0
INSTITUTIONAL	78	76	0	77	1
<b>TOTAL MEMBERS</b>	<i>1033</i>	<i>867</i>	<i>68</i>	<i>858</i>	<i>34</i>
<b>TOTAL PAYING MEMBERS</b>	<b>922</b>	<b>830</b>	<b>67</b>	<b>823</b>	<b>34</b>

**Award Recognition**

**2014-15 Awards Process** - Established an Awards Committee in June: Natasha Begin, Tricia Brandt, Anna Carey, Krystle Cobian, Lincoln Johnson, Heidi Stanton-Schnebly, and Nancy Singer. Krystle facilitated the promotion of the program encouraging nominations; Anna recruited reviewers; Lincoln, Heidi, and Nancy managed the review process and communication with nominators and recipients for the Awards. Natasha Begin relocated from Region V and was unable to contribute during the summer/fall.

Board members identified colleagues that could be nominated at the meeting in June and a member of the Awards Committee followed these suggestions with direct requests for nominations. In addition the larger membership was encouraged to submit nominations via the newsfeed throughout the summer.

Twenty-one nominations were received for 11 of 12 awards. All nominators were thanked for their nomination and encouraged to share their nomination with the nominee. The first recipient of the new NUFPP Champion Award will be recognized this year.

<b>Award</b>	<b>Nominations Considered 2013</b>	<b>Nominations Considered 2014</b>	<b>2014 Recipient</b>
Undergraduate Student Rising Star	4	3 (1 2013)	Thomas Staffileno, Montana State University Billings
Graduate Student Rising Star	2 (1 2012)	1	Elena Calderon, Eastern Washington University
Outstanding New Professional	2	5	Richard Diaz, Salt Lake Community College
Mid-Level	3	2 (1 2013)	Kyle Reyes, Utah Valley University
Scott Goodnight	1 (1 2012)	1	Cedric Howard, University of Washington Tacoma
Distinguished Service	1	1	Sue Weitz, Gonzaga University
Fred Turner	1	1	Wendy Endress, The Evergreen State College
Innovative Program Award	4 (1 2012)	3	Resource Center for Students with Children, Portland State University
KC Award for Collaboration & Visibility	1	0	None
Community College Professional	1	2	Jonathan Brown, Highline Community College
President's Award	1	1	David Pershing, University of Utah
NUFP Champion		1	Larry Roper, Oregon State University (inaugural recipient)
<b>Total</b>	<b>21</b>	<b>21</b>	

Thirty-one members served as reviewers of the nominations and using established rubrics based on the award criteria recommended the recipient of the Award. These recommendations were reviewed by the Review Group (Regional Director, Past-Director, Director-Elect, and Historian/Professional Standards Representative) and confirmed.

Recipients will be recognized with an informal reception in the RD's suite during the Western Regional Conference and with a desktop plaque at the Luncheon in November.

Although not a formal part of our Award process it is important to note that Anna Gonzalez and Kari Ellingson were selected as 2014 NASPA Foundation Pillars of the Profession.

**Summary** - In the migration to the new web interface Region V lost web presence of the history of award recipients as well as the criteria for each award and this has been addressed since spring 2014.

Overall the process was administered well. Three initiatives improved the process from last year: recruiting and involving a Committee for sharing work and leadership of the process; significant recruitment of reviewer volunteers substantially increased involvement in the process; and we utilized the NASPA program review interface for reviewing the nominations. A continuing challenge is seeking a higher volume of nominations by the posted deadline.

**Public Policy Division Leadership**

Since our last report (in June 2014), PPD Chair Amy Johnson has communicated with the Region V community regarding the following major policy issues/updates:

- Announcement of final rules amending Clery Act, due to VAWA
- Upcoming policy programs to be offered at the national conference in New Orleans,
- Status report on the Regional Governance Task Force's work
- Announcement of new NASPA Director for Policy Research and Advocacy

**Treasurer Report**

**FY15 Status** - The Region V TD Bank balance is healthy at \$98,448.52 as of November 6, 2014.

Department Summary					
Dimension ID & Name	Revenue		Expenses		Change in Net Assets
	07/01/2014 Through		07/01/2014 Through		07/01/2014 Through
	11/30/2014	Actual	11/30/2014	Actual	11/30/2014
1603 - Advisory Board	0.00		876.93		(876.93)
1604 - Western Regional Conference (V)	0.00		3,850.00		(3,850.00)
1613 - "Power of One" Conference	0.00		8,546.38		(8,546.38)
1615 - SSAO	0.00		16.92		(16.92)
1617 - Peer Coaching	0.00		1,700.00		(1,700.00)
1621 - Awards - Region Five	0.00		2,622.25		(2,622.25)
1635 - General Region Five	15,219.69		8.90		15,210.79
1662 - Utah State Conference	10,025.00		402.63		9,622.37
<b>Total</b>	<b>25,244.69</b>		<b>18,024.01</b>		<b>7,220.68</b>

Balance Sheet		07/01/2014 Through
11/06/2014 05:02		11/30/2014
		Actual
<b>Assets</b>		
Region V Money Market Account		39,901
Region V CD Account		6,412
Region V General Account - TD Bank		(19,123)
Region V TD Bank (new)		97,634
Region V CD Account		18,137
Accounts Receivable - NASPA		(4,573)
<b>Total Assets</b>		<b>138,389</b>
<b>Liabilities &amp; Net Assets</b>		
<b>Net Assets</b>		
Beginning Net Assets		131,168
Change in Net Assets		7,221
<b>Total Net Assets</b>		<b>138,389</b>
<b>Total Liabilities &amp; Net Assets</b>		<b>138,389</b>

### **Communications and Website Leadership**

Melissa Boles is serving as our new Social Media Coordinator and will be working alongside Tina Wang as the Communications/Website team.

### **Community College Division Leadership**

- Nancy Singer participated in the NASPA Community College Summit at the City University of New York October 2 and 3, 2014.
- Nancy Singer is serving as the co-chair of the Communications and Marketing Committee of the Community College Division. Website training for committee members is scheduled for October 29.
- Nancy Singer is serving as a member of the Research and Publications Committee of the Community College Division.
- Nancy Singer is compiling a list of all community colleges (both member and non-member institutions) in Region V.

## Scholarship

### **Research Coordinator Report**

**Research Grants** - We have changed the grant cycle for the Regional Grants in order to better align with the Research Institute and the academic calendar. The application process will now be available starting at the end of the Western Regional Conference, and will be due in January 2015. We have \$1000 extra to distribute thanks to meeting our regional goals during the #NASPAGives campaign. We also have an additional \$500 in grant funding from Enough is Enough to support research focused on violence prevention.

## Professional Development

### Western Regional Conference

Our region VI colleagues rocked the house with a 900 participant conference in Anaheim, CA. The conference committee was wonderfully organized, hosted over 450 new NASPA attendees and successfully pulled off six great institutes and the conference. Thanks to Andi Sims and Dr. Lori Ideta for their gracious hosting and for an exceptional conference.

### Knowledge Community Highlights

- Student Leadership KC is sponsoring a mentoring program during the Western Regional Conference
- The SAFER KC communicated with the CSAOs in summer 2014 about the SAFER survey instrument. The survey was developed in order to get a sense of FTE/staffing, budget, best practices, and programming in the areas of fundraising and alumni outreach.
- Spirituality ran a teleconference titled "Faith and Knowledge" with their membership inviting anyone who wanted to participate. They had 3 teleconferences with the topics of Mormonism, Judaism, and Catholicism.

### Public Policy Division

#### Inland Northwest Student Affairs Colloquium (INSAC)

*July 31, 2014* ♦ Eastern Washington University, Cheney, WA

- Approx. 25 participants at PPD-specific program
- Presentation by PPD Chair Amy Johnson and discussion of the current/future (proposed) NASPA public policy agendas
- Program yielded a valuable dialogue about public policy issues that affect the region and how NASPA members can become more involved. Recommend continuing this program for future INSACs.

#### NASPA Webinar: The Intersection of Student Affairs Work and Policy.

*October 16, 2014* ♦ online

- Approx. 200 participants
- The webinar addressed the PPD agenda, including the following key topics:
  - Student success and college completion
  - Issues related to undocumented students
  - Cost of and funding for higher education, including related accountability efforts
  - Student safety and wellness (new in 2014)

The group then discussed how public policy affects our work in student affairs, how our roles incorporate policy development/interpretation/implementation, and how to get involved in policy matters at the local/state/federal level—as well as answering questions from webinar participants.

- PPD Chair Amy Johnson was one of 4 presenters
- Recommend continuing this webinar for future, due to positive response

### **Research Institute**

- Region V and VI successfully launched the inaugural Western Regional Conference Research Pre-Conference Institute.
- 28 persons registered out of a potential 40 spots. The majority of registrants were doctoral students, with some faculty and scholar-practitioner participation as well.
- The institute feedback was extremely positive and the WRC 15 committee has already made plans to support another institute next year.

### **Faculty Division**

#### **Faculty Assembly**

- Participated in majority of the monthly meetings held on Go to Meeting platform and the one in conjunction with the national conference.
- Received notice that two conference sessions related to faculty have been accepted for the 2015 National Conference. Their titles, along with my roles, are:
  - Transitioning from Administrator to Faculty: Possible Pathways and Strategies for Success (Program Coordinator)
  - Navigating Program Needs and Professional Satisfaction: the many paths of adjunct faculty (Panel member)

## **Advocacy**

### **#NASPA gives**

Lincoln Johnson has agreed to serve as the new Region V Foundation Ambassador. He will be working with a soon to be appointed additional ambassador and Amy Sajko to promote this year's NASPA gives campaign. Region V is working to reach our new stretch goal of 60 donors and \$9553.00 this year!



## NASPA Strategic Plan

### Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.
  - Development of Research Institute
  - Continuation of research grants
  - Financially supported International Exchange for colleague to report at next board meeting.

### Goal 2

2. Lead advocacy efforts that shape the changing landscape of higher education.
  - CSAO meeting yielded ideas for ongoing research and advocacy needed from Central office: Understanding and advocacy to shape College Scorecard rollout; Additional research on marijuana effects on students; interest in advocating more assertively to keep guns off campus.

### Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.
  - Financially supported International Exchange for colleague to report at next board meeting and regional conference