



Scott McAward
NASPA Region V Director
Report for the December 2017 Board of Directors Meeting
November 8, 2017

NASPA Board Action Items

None at this time

Leadership & Member Engagement

2017 NASPA Annual Conference San Antonio, TX

The regional leadership transition occurred during the NASPA Annual Conference in March 2017 in San Antonio, TX. Leslie Webb completed her term as Regional Director, and Scott McAward began his two-year term. During the conference the Region V Business Meeting and Region V Social was held. The 2017-19 Region V Advisory Board was appointed.

Knowledge Communities

In March 2017, the Knowledge Community leadership transitioned with Kelly Dries continuing in her role as KC Co-coordinator and the addition of Nicholas Hudson as KC Co-coordinator. New KC reps were appointed and the KC Co-coordinators conducted new KC Rep training on March 22, 2017, March 23, 2017, and March 30, 2017. Additional training was also conducted as part of the Region V Advisory Summer Board Retreat in June 2017.

Since our summer board retreat, we have had three calls with KC representatives, something new we are doing as KC coordinators to better facilitate connections amongst KCs. These calls have provided an opportunity for us to check in with KC representatives on their goals, support their initiatives and answer any questions. We switch off each month between a call with all KC representatives, and then a call that's divided into two smaller groups. Much of the planning we have recently been doing involves brainstorming ways to engage members at the Western Regional Conference in November. While many of our KC representatives are unable to attend given the location of the conference is further away in Hawaii this year, each KC representative has found someone to represent them at the conference if they cannot attend. We will have 18 separate engagement opportunities for KCs, which will include meet-ups, round tables, and coffee chats. In addition, our KC representatives are gearing up for the KC fair, KC 101 conference presentation, and newcomers reception.

Our KC representatives have also been heavily involved in engaging our region in conversations on social media. Each KC Representative has one day a month where they are expected to post on our Region V Facebook page, which has created some great conversation and engagement. Additionally for careers in student affairs month, we have been featuring one KC Representative each day to share why they became involved in the field and to celebrate this within our region.

Membership

Sean Ferris, University of Washington, began his term as the Region V Membership Coordinator in March 2017. As of June 2017, Region V saw a slight increase in membership likely as the result of the location of the 2016 Western Regional Conference within the Region. As of June 22, 2017, Region V Membership was 1,049 members, with 80 of those identified as new members added during April and May 2017. The Membership team planned an Advisory Board Meet and Greet in Portland for June 2017 (see below)

As of November 2017, Region V membership was 970, with 166 of those identified as new members. The membership coordinators for Oregon, British Columbia/Alberta, and Idaho held informal receptions for the members in their area during the 2017 Western Regional Conference in Hawaii as a way to connect more local members.

The Membership Team holds monthly Zoom meetings.

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 was appointed at the Region V Social Media Coordinator in September 2017. The Region V Social Media statistics are:

June 2017:

- Twitter followers: 815
- Instagram followers: 86
- Facebook members: 390
- LinkedIn members: 148

November 2017:

- Twitter followers: 853
- Instagram followers: 113
- Facebook members: 480
- LinkedIn members: 149

June 2017 Advisory Board Retreat

The annual summer Region V Advisory Board Retreat was held in Portland, OR on June 21-23, 2017. Forty board members attended, many as new advisory board members. The agenda for the retreat included review and revising the Region V Strategic Plan, planning for FY2018, and conducting annual board business.

June 2017 Portland Advisory Board Meet and Greet

During the Advisory Board Retreat, the 2nd Annual “Advisory Board Meet and Greet” was held in the lobby of the Marriot Portland Residence Inn. Led by the Washington and Oregon state representative, Region V members and other interested individuals were invited to join the advisory board for an informal meet and greet appetizers and cash bar happy hour. The event was attended by 38 individuals from the Portland and regional area.

Region V & DLI Meet-Up

A NASPA Region V Meet-Up is scheduled for June 26th as part of the Dungey Leadership Institute being held at Pacific Lutheran University.

Region V Annual Regional Awards

Region V recognized the following regional award recipients during the 2017 NASPA Western Regional Conference:

- **Andrea Salcedo, Weber State University**
Undergraduate Rising Star Award
- **Sarah Garcia, Oregon State University**
Graduate Rising Star Award
- **Ricardo Salazar, University of Nevada, Reno**
Outstanding New Professional Award
- **Kathryn Coquemont, Salt Lake Community College**
Outstanding Mid-Level Professional Award
- **Chrissy L. Davis Jones, Spokane Falls Community College**
Community College Professional Award
- **Angel De Jesus Gonzalez, Shoreline Community College**
NUFP Champion Award
- **“Amigos Mentores” by Luz Gamarra, Salt Lake Community College**
Innovative Program Award
- **Jes Takla, Pacific Lutheran University, Student Affairs Partnering with Academic Affairs**
KC Representative
KC Award for Collaboration and Visibility
- **Tom Huelsbeck, Pacific Lutheran University**
Scott Goodnight Outstanding Dean Award
- **Lincoln Johnson, University of Washington**
Distinguished Service to the Profession
- **Amy Bergerson, University of Utah**
Fred Turner Outstanding Service to NASPA

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, with a final draft targeted to be completed by December 15, 2017. Once finalized, the plan will be communicated to the Region V membership and full implementation will begin. 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.

Power of One Task Force

After intentional conversations and careful consideration, the NASPA Region V Advisory Board decided to pause the Power of One Conference and reflect on its structure and how well it is serving the needs of those who look to this conference as a leadership experience. Since its inception, Power of One has always taken great care to empower LGBT students and their allies while providing student programming and professional development opportunities for administrators, faculty, staff, and others who work with LGBT students. It was decided that in order to carry out the mission of Power of One in the midst of the current political climate it would be best to take a step back and refocus. NASPA Region V has formed a task force to examine the trends in higher education, best practices, and the implications these uncertain times have in regards to our LGBT students. Recommendations from the task force will be used to determine the future structure and focus of the Power of One Conference and related efforts within the Region. It is hoped that the work of the task force will be completed by the end of fall semester and the Advisory Board will work with the region to implement the recommendations. Matthew Jeffries has agreed to chair the task force. Beginning in November 2017, a series of “listening” Zoom sessions will be scheduled as an opportunity to hear from Region V members to help guide the future direction of the Power of One initiatives. Findings will be presented at the March 2018 Advisory Board meeting.

Professional Development & Events

Power of One: Coalition through Community

April 20, 2017 – April 22, 2017 – Bellevue College, Bellevue, WA

- 164 Registrants
- 23 institutions from 7 different states and provinces
- 8 Breakout Session Blocks for a total of 64 presentations

- Keynote Speakers
 - Julie Goldman & Brandy Howard, Comedians/Writers
 - #BlackTransMagick
 - Dr. Kevin Nadal
 - Brady Piñero Walkinshaw, Washing State Representative

Region V SSAO Retreat

June 19, 2017 – June 21, 2017 – Portland, OR

- 37 Registrants
- 27 institutions represented
- Coordinated by Nancy Youlden and facilitated by Mike Segawa
- Co-sponsored by Bon Appetit and Ohhlala

2017 Gwendolyn Dungy Leadership Institute

June 23, 2017 – June 28, 2017 – Pacific Lutheran University, Tacoma, WA

- 31 Undergraduate NUFP Fellows, 8 faculty members, and 4 coordinators participated
- Coordinated by Tolu Taiwo and Joanna Royce Davis, Pacific Lutheran University

Utah NASPA 2017

October 6, 2017 – Westminster College, Salt Lake City, UT

- 187 Registrants
- Featured Speaker was Justin Jones-Fosu
- Coordinated by Collin Wallace and Ryan Cook
- 2018 will be hosted by Salt Lake Community College

2017 NASPA Western Regional Conference (preliminary report)

November 4, 2017 – November 7, 2017 – Honolulu, HI

- Approximately 1,200 registrants
- Estimated 250 Region V Members in attendance
- Coordinated by Dr. Lori Ideta