Leslie Webb  
NASPA Region V. Director  
Annual Report through February 2017

**NASPA Board Action Items**

None at this time.

**Leadership & Member Engagement**

**From the Regional Director: Region V. Advisory Board**

The Region V Advisory board met regularly throughout the year with monthly conference calls. Our primary focus was on our professional development opportunities. Work behind the scenes focused on infrastructure and the initiatives within our strategic plan.

The Advisory Board continued its strategic work at the annual summer board meeting. In an effort to fulfill an objective of the Social Justice Strategic Planning committee for Region V, the social justice committee coordinated a training for the June 2016 Board meeting. Vernon Wall and Becky Martinez from the Social Justice Training Institute (SJTI) conducted the 3-hour board training. The purpose of the training was to assist Region V professionals with self-work and self-awareness about issues related to social justice. Additionally, the training was used to help practitioners with the tangible ways in which they can implement social justice into their everyday practices, both personal and professional. Training objectives were as follows: (1) for participants to do brief self-work (i.e. Biases), (2) for participants to reflect on how they can use their self-work to enhance work at their institution, (3) for participants to reflect on how social justice can be incorporated into their role on the NASPA Region V Board, and (4) for participants to find tools to challenge the status quo at their institution and in their role on the NASPA Region V Board.

The Advisory Board met in November at the NASPA Western Regional Conference 2016 in Seattle, Washington. The conference began the day after the presidential election and many conversations took place about the state of higher education, the potential impact to marginalized populations, and many other topics. The Regional Directors met with each pre-conference institute to discuss our role as educators in the midst of what feels to be troubling times. The strategic plan, embedded below, has had movement, but is not completed. There is work still to be done. The plan will be handed off for consideration and revision to the incoming RD, Scott McAward who will assume his role in March 2017.
The board created a task force to address funding and budget administration and oversight with attention and focus on general sustainability and criteria for external funding requests. A report with recommendations will be presented at the March Region V Advisory Board meeting in San Antonio.

Final Note from the Regional Director: It has been delightful to serve the region over the past three years. I’ve appreciated the opportunity to volunteer for this incredible organization. Embed below is a segment of the note I sent to the Region V. Advisory Board after the record-breaking Western Regional Conference – I leave it here as a reminder that we have much work to do.

Greetings all,

I’m still holding on to some of the incredible conversations that took place at the NASPA Western Regional conference in Seattle. I came back to campus and went into overdrive to strengthen systems of support for students and staff – many conversations, small group meetings, coalition building, behind-the-scenes work, actions and demonstrations of solidarity, and the list goes on. And--- it’s not about the lists of what we’ve done. It’s about managing and leading - and pushing forward- through turbulent times and ensuring that students know we care about them. ALL of them.

As you wrap up your quarters and semesters, I hope you are able to take some time for yourself - to do what you need to do to be strong supports for your colleagues and your students. We have also created community together, and although we’re spread far and wide, please reach out if you need a shoulder, a support, a listening ear.

Thank you for your service. Have a wonderful holiday season. Much love and light in the new year.

Leslie
RESEARCH

Advance scholarship and disseminate knowledge that supports evidence-based, innovative, inclusive, and socially just student affairs practices.

CREATE AND CONDUCT needs analysis of region v members to inform objectives. DEVELOP RESOURCES tools, and professional development opportunities to support assessment, evaluation, and research professional competencies. PROMOTE VENUES for dissemination of faculty and practitioner scholarship.

FOSTER CONNECTIONS among members for collaborative research.

PROFESSIONAL DEVELOPMENT

Enhance accessibility, relevance, and quality of professional development opportunities available to Region V student affairs professionals.

ASSESS THE CHALLENGES our colleagues face in identifying and accessing quality, relevant, professional development opportunities and utilize assessment results to enhance Region V programs, services and communications.

ENHANCE ACCESS to virtual development and learning opportunities.

ESTABLISH AN ONLINE DIRECTORY of region v members willing to share their expertise through low-cost or no-cost consulting, facilitation and/or training on regional campuses.

ENGAGEMENT

Promote opportunities for student affairs professionals (current and prospective NASPA members) to learn, network, & attain leadership roles.

EXPAND AND ENHANCE THE STUDENT AFFAIRS student employment program.
BRAND NASPA REGION V with “high five for Region V!” tagline. CREATE A COMMUNICATION PLAN for outreach to all current members.

INCREASE INDIVIDUAL MEMBERSHIPS AND LEADERSHIP involvement through state/province level communication, recruitment, and engagement.

INCREASE INSTITUTIONAL MEMBERS through outreach to non-member institutions.

IMPROVE TRANSITION RATES of graduate and undergraduate student membership to professional memberships.

SOCIAL JUSTICE

Actively cultivate a community of social justice through proactive communication and education, established competencies, transparency and timely action.

PROVIDE ON-GOING TRAINING that is connected with our professional standards on social justice competencies for the board and general membership.

ELEVATE THE VISIBILITY AND ACCESS to awards, research, educational programming, and research grants that promote social justice.

ENSURE THAT REGION V VALUES RELATED to social justice are reflected in all of our documents, events, sponsorships.

TRANSPARENTLY ENGAGE AND RESPOND to timely incidents or societal issues that threaten or impact members of our community.

CREATE SAFE SPACES (physical and virtual) to discuss social justice issues and how they manifest themselves on campuses.

PARTNERSHIPS

Align and partner with other professional associations to bring their knowledge and expertise to our collective work and mission.

DEVELOP SUSTAINABLE AND MUTUALLY BENEFICIAL PARTNERSHIPS with leadership of other regional student affairs professional associations.

SPONSOR EDUCATIONAL SESSIONS via the knowledge communities at the Western Regional Conference. Host co-sponsored webinars or invite top educational sessions from other regional conferences to present at the Western Regional Conference.

HOST A "REGIONAL DIALOGUE" on timely and relevant topics in higher education, student affairs, or national issues that affect our students.

DEVELOP A DISCOUNT OR FEE BREAK for professionals to attend the Western Regional Conference (maybe our member discount or less) if they are members of another organization.
MAP OUR REGIONAL GRADUATE PROGRAMS and their respective functional expertise and identify strategies to engage current members with these programs (e.g. through enrollment, advisory board opportunities, and research and publication opportunities).

Membership

- Appointed new Montana state representative
- Coordinated membership involvement at the western regional conference
- Contacted institutions for liaisons to work directly with state/province representatives
- Conducted conference calls conducted during this reporting period
  - April 21 @ 12pm PDT
  - May 19 @ 12pm PDT
  - June 16 @ 12pm PDT
- Membership increased by 100 after Western Regional Conference, totaling our Region V membership to 1,010 members.
- The state of Nevada held a successful membership engagement event in December to include southern Nevada members in Las Vegas, NV.
- The state of Utah held a member social during the Western Regional Conference in Seattle, WA.
- The state of Washington held a member social during the Puget Sound Colloquium in Seattle, WA.
- Each member state coordinator is contacting institutional voting delegates to gather a list of institutional contacts to communicate frequently.

Communications and Social Media

March-June

- Sent four monthly e-newsletters
- Sent 15 individual regional emails
- Posted 11 blogs
- Managed four events through the NASPA R5 website
- 18 Twitter posts, 712 followers
- 125 LinkedIn followers
- 35 Facebook posts, 193 members
- 9 Instagram posts, 34 followers

July-November

- 4 monthly e-newsletters sent
- 6 individual regional emails sent
- 32 blog postings
- 3 regional events managed through the R5 website
- 757 Twitter Followers (up 6%), 21 posts
- 140 LinkedIn Followers (up 12%)
- 311 Facebook Followers (up 61%), 89 postings
- 55 Instagram Followers (up 56%)
- We also started a board member profile program to engage the region. Two profiles will be posted each month.
November-February

- 2 monthly e-newsletters sent
- 18 individual regional emails sent
- 12 blog postings
- Advisory Board Member Profile Project was launched
- 67 Twitter posts, 781 followers
- 139 LinkedIn followers
- 55 Facebook posts, 353 members

Volunteer Engagement

Efforts are underway to expand and enhance opportunities for NASPA members to get involved in Region V. The Volunteer Coordinator, Knowledge Community Coordinators, and Membership Coordinator are currently exploring multiple avenues for involvement and improved communication methods about opportunities. A set of recommendations will be provided in summer 2016 for the Region V Leadership Team to consider for implementation.

The NASPA Region V Volunteer Coordinator, Knowledge Community Coordinators, and Membership Coordinator generated a set of recommended new avenues for membership involvement and improved communication about involvement opportunities within the region. Some of these recommendations were initially suggested by board members during a brainstorming session at the summer 2016 board meeting and then piloted in fall 2016.

Recommendations for new involvement opportunities include:
- Informal regional meet-ups hosted at institutions and drive-ins. (Piloted)
- Book clubs, either in-person or online.
- Mentoring programs for new and mid-level professionals.
- Knowledge Community or State/Province subcommittee opportunities, coordinated by KC and State/Province representatives. (Piloted)
- Create “seed money” in Board budget for innovative program ideas within the region.

Recommendations for improved communication about involvement opportunities include:
- Knowledge Community profiles to be shared via social media. (Piloted)
- Regional NUFPs invited to get involved in webinars, drive-ins, and meet-ups.
- Board members reach out to targeted campuses and invite colleagues and Student Affairs/College Student Personnel graduate students to engage in Region V opportunities.

Faculty Council Report

- Emerging Leaders Program: work on advertising via the blog and outreach to new faculty in regional via email
- Faculty Council: create a review team for applications (faculty, professional, and student), review applications, and select representative from our region
- Communicated with regional director to develop plan for new faculty representative/transition
- Reviewed Conference Proposals & provided outreach for awards nominations
- Serve on faculty institute subcommittee: will provide support for curriculum and delivery as needed
• Will complete a blog post on the ecology of education doctoral programs.

Knowledge Communities
At the NASPA Western Regional Conference, 18 Knowledge Community hosted events, which included individual events, meet-up’s, receptions, socials, etc. for the following KC’s: Gender & Sexuality, MultiRacial, API, LKC, African American, Administrators in Graduate & New Professional Student Services, Student Career Development, SAFER, SAPAA, Socioeconomic & Class Issues, New Professional & Graduate Student, Disability, and Assessment Evaluation and Research. We also held the annual KC Fair, which featured a reception style, and engaged over 200 participants in conversations around knowledge communities and ways to get further engaged in NASPA.

On the heels of NASPA, we are focused on building out our knowledge community representative team for the March 2017-2019 term. The KC Co-Coordinators have been heavily involved in recruiting individuals to apply for KC rep positions, and interviewing those who have applied. We are excited to reach our goal of moving into 2017-2019 with all KC representative roles filled.

Power of One Liaison is identifying institutions/student populations that have not previously participated in Power of One and reaching out to offer scholarships.
• Undocumented Queer Students
• Umpqua Community College
• Heritage College

Professional Development & Events

Undocumented Queer: Seeing the Invisibles
April 15, 2016 – April 16, 2016 ◊ Washington State University, Pullman
• 81 registrants -- 27 faculty, staff, and admin; 54 students
• 15 different institutions and 5 community organizations from 4 different states -- WA, ID, OR, and UT
• Four breakout sessions and 4 main speakers

Power of One: Education to Action
April 28, 2016 – April 30, 2016 ◊ University of Washington, Tacoma
• 157 registrants
• 24 institutions from 6 different states
  o CA, TX, WA, ID, FL, UT
• Four different breakout sessions (sessions were 1.5)
• Vicci Martinez main stage, recording artist

Power of One: Future Conferences
Bellevue College will host the 2017 Power of One Conference.
Boise Confab
The Boise Confab is a unique one-day professional development opportunity that was held on July 29, 2016 at Boise State University. More than 140 attendees came from 9 colleges and universities in 3 different states. A rotating group of facilitators guided discussion throughout the day. Conversations centered on balancing personal values with professional roles, supporting free speech while maintaining positive campus climates, and the tools needed in a time of revolution. This event was co-sponsored by NASPA Region V and the Division of Student Affairs and Enrollment Management at Boise State University.

2016 NASPA Western Regional Conference

November 9-12, 2016 Westin Seattle, Seattle, Washington

- 1,093 registrants
- Offered 112 program sessions, plus 11 posters
- Offered 10 Schedule Tracks keyed to the NASPA/ACPA Competencies: Advising and Supporting, Assessment, Evaluation & Research, Law, Policy & Governance, Leadership, Organizational & Human Resources, Personal & Ethical Foundations, Social Justice & Inclusion, Student Learning & Development, Technology and Values, Philosophy & History
- Offered 7 institutes with 210 attendees: NASPA Undergraduate Fellows Program Institute, Graduate Student Institute, New Professionals Institute, Mid-Level Professionals Institute, Dean of Students/AVP Institute, Senior Student Affairs Officers Institute, Research Institute

<table>
<thead>
<tr>
<th></th>
<th>Region V</th>
<th>Region VI</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUFP Institute</td>
<td>14</td>
<td>40</td>
<td>54</td>
</tr>
<tr>
<td>Graduate Student Inst</td>
<td>9</td>
<td>16</td>
<td>25</td>
</tr>
<tr>
<td>New Professionals Inst</td>
<td>17</td>
<td>15</td>
<td>32</td>
</tr>
<tr>
<td>Mid-Level Institute</td>
<td>25</td>
<td>24</td>
<td>49</td>
</tr>
<tr>
<td>Dean of Students/AVP Institute</td>
<td>11</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>SSAO Institute</td>
<td>14</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td>Research Institute</td>
<td>3</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>93</td>
<td>117</td>
<td>210</td>
</tr>
</tbody>
</table>

- Offered 8 SA Speaks sessions:
  - Michelle Saldana, Mount Saint Mary's University, "Disrupt the Narrative: Who Tells Your Story?"
  - Romando Nash, San Jose State University, "Being an Outsider in an Insider Profession"
o Larry Locke, Southern Oregon University, Danielle Mancuso, Southern Oregon University & Janelle Wilson, Southern Oregon University, "All the Mid-Level Professionals are Queer?"

o Kelly Dries, University of Utah, "The Other F Word: Reclaiming Feminism"

o Jesse Rapport, University of California, San Diego & Grace Fuller, University of California, San Diego, "Programming with a Purpose: From Mission to Mission Accomplished"

o Laura Yanez, University of Washington Tacoma, "The Impact of Student Engagement on Underrepresented Students"

o Meghan Acker, Lewis & Clark College, "New Media and Digital Storytelling in Undergraduate Sexual Education"

o Sumun Pendakur, Harvey Mudd College, "5 Things I've Learned (That I Wish I Knew Before!)

- Keynote Speakers:
  - Nikkita Oliver, Seattle-based creative, anti-racist organizer, and attorney, Conference Opening & Featured Speaker
  - Dr. Lori White, Vice Chancellor for Students Washington University, Featured Speaker
  - Dr. Ajay Nair, Senior Vice President and Dean of Campus Life Emory University, Lunch & Closing Featured Speaker

- 5 sponsors for $72,000 and 10 exhibitors for $15,085, for a total of $87,085

- Received in-kind support from Seattle area campuses (LCD projectors, flip charts, laptop computers for volunteers and registration)

- Conference Attendance by Type

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant/Associate Vice President</td>
<td>34</td>
</tr>
<tr>
<td>Faculty Member</td>
<td>32</td>
</tr>
<tr>
<td>Graduate Student</td>
<td>214</td>
</tr>
<tr>
<td>Mid-Level Professional</td>
<td>335</td>
</tr>
<tr>
<td>New Professional</td>
<td>214</td>
</tr>
<tr>
<td>Senior Student Affairs Officer</td>
<td>42</td>
</tr>
<tr>
<td>Senior-Level Professional</td>
<td>90</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>79</td>
</tr>
<tr>
<td>Retired</td>
<td>1</td>
</tr>
<tr>
<td>Other/Not reported</td>
<td>52</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1093</strong></td>
</tr>
</tbody>
</table>

- Regional Award Recipients
  - Region V Recipients:
    - Scott Goodnight Award for Outstanding Performance as a Dean/Vice President
      - Anna Gonzalez, Dean of Students, Lewis and Clark College
    - Fred Turner Award for Outstanding Service to NASPA
- Leslie Webb, Vice President for Student Affairs & Enrollment Management, Boise State University
  - Outstanding New Professional Award
    - Whitney Brown, Assessment and Strategic Projects Director, University of Alaska Anchorage
    - Sarah Kutten, Assistant Director of MBA Career Management, Willamette University
  - Graduate Rising Star Award
    - Elizabeth Gamarra, University of Utah
  - Innovative Program Award
    - Sexual Wellness Advocacy Team and Abigail Leeder, University of Oregon
  - Knowledge Community Achievement Award for Collaboration and Visibility
    - Latino/a/x Knowledge Community, Nicholas Hudson, Washington State University, Region V KC Representative
  - Mid-Level Student Affairs Professional Award
    - LeAnne Jones Wiles, Director, First Year Programs, University of Washington
  - NUFP Champion Award
    - Tolu Taiwo, Outreach and Prevention Coordinator, Pacific Lutheran University
  - Undergraduate Rising Star Award
    - Celia Balderas

- Region VI Recipients:
  - President’s Award
    - Mildred Garcia, President; California State University, Fullerton
  - Distinguished Service to the Profession Award
    - Harry Le Grande, Vice Chancellor for Student Affairs; University of California, Berkeley
  - Scott Goodnight Award for Outstanding Performance as a Dean/Vice President
    - Henry Gee, Vice President for Student Services; Rio Hondo College
  - Fred Turner Award for Outstanding Service to NASPA
    - Lori Ideta, Interim Vice Chancellor for Students; University of Hawai‘i at Mānoa
  - Community College Professional Award
    - Aida Cuenza-Uvas, Arise Director; Mt. San Antonio College
  - Dorothy Keller New Professional Award
    - Sabrina Fallejo Uganiza, Assistant to the Office of the Vice Chancellor for Students; University of Hawai‘i at Mānoa
  - Graduate Rising Star Award
    - Marcela Ramirez, UC Student Regent; University of California, Riverside
  - Innovative Program Award
    - Counselor-in-Residence Program; University of Hawai‘i at Mānoa
  - Knowledge Community Achievement Award for Collaboration and Visibility
- Administrators in Graduate and Professional Student Services (AGAPSS) Knowledge Community
  - **Mid-Level Student Affairs Professional Award**
    - Laura Igram-Edwards, Director of Student Programming/AS Advisor; Biola University
  - **NUFP Champion Award**
    - Molly Bechtel, Student Activities Coordinator; University of California, Davis
    - CSUF NASPA Undergraduate Fellows Program; California State University, Fullerton
  - **Sandra Kuchler Excellence in Mentoring Award**
    - Denise Nakaoka, Associate Director, Office of Student Academic Services; University of Hawaiʻi at Mānoa, College of Education
  - **Undergraduate Rising Star Award**
    - Nora Rosales Soto; University of California, Santa Barbara

---

**Optional Other Reports - Advocacy & Scholarship (not required)**

**NASPA Foundation Ambassador/Liaison Report**

The NASPA Foundation Board establishes fundraising goals for each region within the Association. For 2015-16, the funding goal was $11,797 from at least 53 donors within Region V. Due to the resourcefulness and generosity of members, Region V was able to surpass both goals for the year. As of July 1, 2016, Region V raised $12,040 from 56 donors, which is a 102% and 106% increase respectively. These contributions consist of one-time contributions as well as monthly support.

The Annual Conference and Western Regional Conference are used to advocate and encourage colleagues and students to make contributions. In addition, the Region V newsletter was used to inform members about the purpose and mission of the NASPA Foundation and encourage individuals to contribute.

By reaching the established goals for 2015-16, the NASPA Foundation will offer a $1,000 research grant to the Region. The grant can be used to either augment an existing program or start something new as long as it aligns with the purpose of the Foundation.

The goals for the next year are equal to what was raised for 2015-16 and it is my hope that we exceed the established goal for the 3rd year in a row.