



**Maggie Balistreri-Clarke, Ph.D., Division Director**  
**Report for the 2012 Summer Board of Directors Meeting**  
**June 20, 2012**

**Discussion Items**

1. Building support and collaboration among regional directors and division directors.

**Action Items**

1. The Small Colleges & Universities Division Leadership Team unanimously endorsed implementation of a revised membership dues structure for colleges/universities with enrollments of less than 500 during its June teleconference. We bring this motion to the Board: revise the dues structure to reflect the needs of colleges with an FTE of less than 500 students. (Proposal attached to report)

**NASPA GOALS & GUIDING PRINCIPLES**

1. *Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.*
  - Houston Dougharty and Sarah Westfall will be presenting information on 'the Small College Project' to the SCU SSAO Institute at Butler in June. This project is designed to strengthen connections among graduate programs and practitioners.
2. *Lead advocacy efforts that shape the changing landscape of higher education.*
  - From Ray Heath, Region II Rep Report: Some conversation was held about the potential cost and wellness implications of institutional policy changes based on the health care reform legislation (and the upcoming Supreme Court ruling) for students at small colleges and universities. Prompt distribution of interpretations from the Public Policy Division and NASPA staff should be a priority.
  - Leadership team members are planning to host a dial-in workshop on public policy for small colleges and universities in the coming year.

3. *Launch an initiative to collaborate with student affairs worldwide.*
  
4. *Strengthen NASPA by making it a more responsive, vital and sustainable organization.*
  - Most of our division goals and activities fall under this goal. Please see the attached document outlining the SCU division goals and strategic plan for 2012 - 13
  - Led by Hampton Hopkins, the leadership team approved a proposal to change the dues structure for colleges with an FTE of less than 500. As there are 3,419 institutions in the U.S. that fit this description our hope is that this change will attract potential members from smaller schools.
  - The SCU leadership team activities generated interest and excitement in NASPA through our divisional activities. Highlights include:
    - We hosted a successful division breakfast to share our goals and to gather support for our efforts.
    - A SCU mid-level pre-conference workshop was very well-received and plans are in place to build on this effort for 2013.
    - 2 SCU roundtables – one for SSAO's and one general were well-attended and served to connect members to NASPA through our division.
    - The 'I (heart) small colleges' buttons created by Houston Dougharty and donated by Grinnell College were among the hottest tchotchkes at the conference!
  - As of this date, 49 participants have registered for the SSAO Institute at Butler June 23 – 26, 2012. This will be the 8<sup>th</sup> Small College SSAO Institute.

***Integrity*** – Committed to high moral principles exhibiting authentic, honest, just and ethical behavior.

***Innovation*** – Continuously seeking improvement through new and creative approaches.

***Inclusion*** – Seeking ways to ensure access, voice, acknowledgement, opportunity, and participation at all levels.

***Inquiry*** – Supporting research and scholarship to add to the knowledge base of the profession and ensure that data informs practice.

## **DIVISION LEADERSHIP TEAM REPORTS**

### ***Hampton Hopkins – Volunteer Coordinator***

#### Goal 1

We have 85 people on the SCU Division volunteer list with 30 actively serving in some leadership capacity. Many other volunteers are utilized by regional representatives for regional programs, activities, and conferences.

#### Goal 2

The list of volunteers, by region, who are not currently serving in a leadership capacity, has been sent to all regional representatives as a source for engagement in regional programs and activities.

#### Goal 5

Submitted the final draft of the small college dues proposal to the SCU leadership team and it was approved to present to the NASPA board.

***Zaayah Waite – Electronic Communications Coordinator***

- The website is reviewed on a regular basis to make sure information is updated. Currently, the website is featuring the Small College and University Institute which is scheduled for June 23, 2012 - June 26, 2012.
- Efforts are being made to connect with members interested in volunteering to see if they are willing to spearhead activities that could increase the division's electronic communication via the use of social media.
- There has been an increase in the usage of the listserv by members of this division to obtain information and practices pertaining to their student affairs operation. This simply indicates more effort should be invested to promote the listserv and encourage more members to sign up for it.

***Tashia Bradley- Region I Representative (activities linked to SCU divisional goals)***

Goal one: *Strengthen networking and professional development opportunities*

- Develop advisory board to identify the unique needs of region 1 and to develop opportunities.
- Organize opportunities for specific knowledge exchanges among specific populations, such as new professionals or mid-level professionals

Goal two: *Increase visibility and communication*

- Create a listserv or moderated opportunity for persons to share project and program designs

Goal three: *Provide voice for ways NASPA can support SCU*

- Develop an assessment tool to gather information about needs of professionals

***Ray Heath – Region II Representative***

*1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.*

- Participated in the conference calls, dial-in conferences and meetings of the SC&U Division;
- Updated the Region II Advisory Board on the current and planned activities of the SC&U Division during its October, March and June meetings and provided similar information as requested for use in the Region II blog and other media;
- Coordinated the first Small Colleges and Universities Roundtable Discussion at the Region II Conference in June;
- Read comments/concerns on the SC&U Division Listserv more regularly; and,
- Initiated contact with SSAOs of very small (less than 500 students) colleges in Region II to alert them to the probable revised dues structure and encourage them to join NASPA.

*2. Lead advocacy efforts that shape the changing landscape of higher education.*

- Communicated the importance of including programs on items of particular importance to staff of small colleges to the faculty of the *Region II Mid-Managers Institute* to be held in June and suggested inclusion of more presenters familiar with those issues; feedback was positive and a faculty member from a small college shared some of the topics he intended to address.
  - Promoted the biannual *2012 Small Colleges and Universities Institute* on June 24-26 and described the program, format, etc. at the Region II Conference and to SSAO members of the *Association for Student Affairs in Catholic Colleges and Universities* during its fall retreat.
3. *Launch an initiative to collaborate with student affairs worldwide.*
    - Discussed planned international initiatives with the President of NASPA and encouraged inclusion of small college and university SSAOs as new programs are developed; further conversation will occur at the *Small Colleges and Universities Institute*.
  4. *Provide leadership for promoting, assessing, and supporting student learning and successful educational outcomes.*
    - Evaluated several program proposals for the *2012 NASPA Annual Conference* based on their overall quality/strength with particular attention to their relevance and potential benefit to SSAOs and staff of small colleges and universities.
  5. *Strengthen NASPA by making it a more responsive, vital and sustainable organization.*
    - Reviewed and discussed relevant implications of the failure of the proposed bylaw amendment related to the merger with ACPA with small colleges and universities SSAOs and encouraged their renewed confidence in NASPA as the professional organization most capable of addressing their particular interests and professional development needs.

#### ***Debbie Heida – Region III Representative***

- A regional advisory board for Region III has been created.
- Region III hosts a joint conference with SACSA in Memphis in November and we will have a session on considering small college work for young professionals and graduate students.

#### ***Houston Dougharty Region IV East Representative***

- I am continuing to work on the Graduate Programs SCU Project and will be meeting with interested folks at the SCU Institute at Butler.
- I have submitted a proposal for a SCU Roundtable for the Region IV-E conference in Madison
- I have created and shared the program template for the SCU Roundtable and it has been used for Regions II and V/VI.

#### ***Carrie Petr - Region IV-W Representative***

- The regional representation position for IV-W has undergone a recent change in leadership, and no status update for spring 2012 is available.
- Anticipated spring/fall goals for the region include the establishment of a regional SCU advisory board, and the hosting of a roundtable at the regional conference in November.

- Representation at the national level is anticipated to include a panel discussion at the annual Leadership Practitioners Institute in December.

***Melanie Richardson - Region V Representative***

- A regional advisory committee has been formed for Region V Small College and Universities. This includes Melanie Richardson, as SC&U representative, Debbie Chee, Puget Sound, Mark Ferne, Westminster College, Michael Hall, Pacific Northwest College of Arts, and Laurel Dube, Saint Martin's University. Hampton Hopkins has provided additional names of Region V staff that will be contacted about serving with this group as well.
- Following our first teleconference this month, Mark and Debbie Chee were informed that their program proposal was accepted for a SC&U roundtable at the NASPA Regional Conference in Hawaii this fall.
- Mark has followed up and requested that a "breakfast business meeting" be scheduled for SC&U the day following the roundtable program. He will be notified about this in August if this type of ancillary meeting can be arranged with the hotel. Debbie Chee has agreed to facilitate the roundtable.
- The advisory group will plan to hold another teleconference over the summer and discuss other possible regional activities. Melanie will also solicit feedback and input from the region at the Region V Senior Student Affairs Officers Retreat in June and at the Region V Board meeting that follows on June 22. There are tribal colleges in Region V and a discussion with the appropriate KC's will be pursued as well.

***Derek Vergara – Region VI Representative***

- Initial conversations with the Southern California Executive Chair, Dr. Dyrell Foster, and other board members regarding a co-sponsored professional development program on the various uses of social media (twitter, Facebook, etc.) in student affairs. The projected timeline for this professional development opportunity is late January 2012. Pepperdine University in Southern California has agreed to be the host campus.
- Drs. Derek Vergara and Jeanne Ortiz submitted a roundtable program proposal for the Annual Western Regional Conference in Hawai'i. Due to an overwhelming response of program proposal submissions, the roundtable proposal was not accepted.
- Conversations with Dr. Lori Ideta have led to the possibility of having a small college division reception with drinks and a variety of *pupus* (Hawaiian for appetizers) in lieu of a roundtable session. Dr. Ideta has recommended that I speak with some of the small colleges/universities to act as host for this reception.

*Future items to be discussed:*

1. More collaborative efforts with the Knowledge Communities regarding professional development opportunities for the region.
2. Devising a Region Team of Small College/Universities Representatives from Arizona, Hawai'i, and Northern California to increase visibility and communication.
3. Working with the community colleges representative in Arizona to increase engagement of small college/universities.

While I have much to learn in my position, it is an honor to serve Region VI!