



NASPA[®]

Small Colleges and
Universities Division

Trina Dobberstein
Small Colleges and Universities Director
Report for the July 2017 Board of Directors Meeting
June 23, 2017

NASPA Board Action Items

None at this time

Leadership & Member Engagement

Chair Report

As I begin my term as the Small Colleges and Universities Division Chair, I am honored to have been selected for this important role and grateful for the involvement of the following group of team members. The current landscape of higher education is subject to frequent change, which, given the pace and gravity of those changes, may be considered turbulence. Thus, clear-eyed thinking and firm commitment to the value of student affairs' contributions to our respective institutions and the mission of our profession is crucial. Institutions with student populations under 5000 may face even more severe challenges in the current context, so thoughtful attention to the issues at hand will be to our collective advantage as the storms of enrollment shortfalls and budgetary stringencies, the needs and expectations of today's college and university students and the buffeting of political and societal expectations and limitations are weathered. It is imperative that we assist each other in thoroughly understanding the challenges and sustaining efforts to preserve our impact on the lives of students. I am eager to lead those conversations within the division and willing to accept the responsibility of serving as the conduit for sharing that dialog with the NASPA Board of Directors.

2017-2018 NASPA Small Colleges and Universities Division Advisory Board

Division Director

Trina Dobberstein, Vice President for Student Affairs, Baldwin Wallace University
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Past Director

Zauyah Waite, Vice President for Student Affairs & Dean of Students, Chatham University

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Public Policy Liaison

Debbie Heida, Vice President for Student Affairs, Berry College

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Website and Social Media Coordinator

Todd Porter, Director of Residence Life, The Juilliard School

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Region I Representative

Maureen Wark, Dean of Students, Montserrat College of Art

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Region II Representative

Meg Nowak, Vice President, Student Affairs, Hartwick College

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Region III Representative

Jennifer Miles, Vice President for Student Affairs, Mississippi University for Women

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Region IV-East Representative

Jesse Grant, Dean of Students, Bemidji State University

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Region IV-West Representative

Carrie Petr, Vice President of Student Affairs, Doane College

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Region V Representative

Tamara Ko, Program Director & Executive Assistant to the Dean of Students, Lewis & Clark College

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Region VI Representative

Caroline Harrington, Housing & Student Life Mgr., America Musical and Dramatic Academy: College and Conservatory of the Performing Arts

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2018 NASPA M. Ben Hogan Small Colleges and Universities Institute Co-Chairs

Andrea Conner, Associate Vice President of Student Affairs, Grinnell College

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Carolyn Livingston, Vice President for Student Life & Dean of Students, Carleton College

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Staff Liaison

James Stascavage, Senior Director of Leadership and Senior Student Affairs Officers Initiatives

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To further extend the diversity of representation on the Small Colleges and Universities Division Advisory Board, the following new position is being added, effective Summer 2017. With this anticipated assignment, the SCU Advisory Board should be fully constituted.

New SCU Board Position

Early-Career Professional Representative

Description:

The Early-Career Professional Representative (ECP) serves as a voice for professionals in the small colleges and universities network who have served in higher education for five (5) years or less, working to create a sense of community and division identity. The ECP sits on the SCU Advisory Board to represent the unique needs of early-career professionals throughout the network for professional development, needs assessment and perspective-sharing around national, regional and divisional issues affecting student affairs staff in higher education.

Responsibilities:

- Work to engage other early-career professionals and create a sense of community and division identity.
- Represent the needs and interests of early-career professionals within the division.
- Collaborate with other SCU division and NASPA volunteers to develop, implement and evaluate initiatives designed to address the professional development needs of early-career professionals at SCU.
- Work with other SCU board members to identify professional development needs at divisional and regional events and advance program topics responsive to those needs.
- Provide input and support for anticipated Early-Career Professionals Virtual Mentoring Institute.
- Establish contacts with relevant Knowledge Community representatives to create synergistic programming and idea generation.

Qualifications:

- Be a current NASPA member.
- Serve in a student affairs capacity in higher education student affairs for five (5) years or less.
- Be willing to reach out to peers across the division for ideas, suggestions and solutions.

The position search is underway via Volunteer Central and will conclude by the end of June.

Member Reports

Social Media Update

- Twitter followers are up to 712. We hope to reach 1,000 by the next report and have analytics on post engagement.
- Our on-going blog series will continue, utilizing board members as authors.
- Extensive outreach has been done to professionals across the country to engage them in blog writing as well. Upcoming blogs currently in process include “Working at a Micro-College,” “International Student Engagement at Specialized Institutions,” and “Building Student Institutional Loyalty on Urban Campuses.”

Public Policy Update

Efforts continue to probe membership on what public policy issues are of prime importance for division institutions. With the ever-evolving political landscape, there are myriad issues to consider, but certainty about substance and direction of policy changes at the national level is difficult to get a clear picture of. The SCU division continues to receive relevant detail from the national context in regular reports during division meetings and in national office communications.

Regional Updates

Region I—Maureen Wark

- Continued concerns about the accuracy of SCU contact lists and reports. Working with Region I membership coordinator to resolve the matter.
- Communications sent via e-mail to Region I members regarding the agenda for small colleges and universities division activities at the Annual NASPA Conference in March. Received a few ‘thank you’ messages from members.
- On-going communication with some SCU colleagues about possible activities.
- Representative Wark continues to participate in SCUD conference calls. Has offered assistance to work with a possible national mentoring initiative.

Region IV-W—Carrie Petr

- Representative Petr serving on NASPA’s 100th Committee.
- Region established an Advisory Group of members beyond the regional board who are engaged in regular meetings to work with the Regional Representative to increase offerings for small colleges and universities at the regional conference and throughout the year.

Region V—Tamara Ko

- Region V Meetup (Inviting colleagues from small colleges and universities to attend the general Region V board reception at the board meeting.)

Regional Representative Notes

All regional representatives continue to 1) provide leadership and coordination for professional activities and services for division members; 2) serve as advocates for division issues and concerns and 3) work to strengthen the SCU division's presence on the regional and national levels.

Professional Development & Events

Chair Report

M. Ben Hogan Small Colleges & Universities Institute

June 23-26, 2018 University of Puget Sound Tacoma, Washington

The NASPA M. Ben Hogan Small Colleges and Universities Institute is a three-day residential program during which vice-presidents and other senior-level administrators engage in discussion and reflection about critical issues in student affairs and the examination of effective and innovative programs. An intentional component of the institute is living and learning together on the host campus. The institute is designed to offer 50-70 senior student affairs professionals the opportunity, every other summer, to come together for in-depth and focused dialog regarding issues that member institutions determine to be the most crucial and timely for examination, creative problem-solving and action-planning. Co-chairs Conner and Livingston have constituted a diverse committee that is actively engaged in topic formulation and speaker identification for this hallmark experience coming up next summer in Region V.

Proposed: Early Career Professionals Virtual Mentoring Institute

Purpose: To provide free or low cost ongoing professional development to practitioners at small colleges with 3 years or less in their professional careers. This semester-long initiative will both provide networking opportunities within a cohort of peers, but will also allow ongoing mentoring from a senior-level administrator (VPSA, AVP, etc).

Rationale: At small colleges and universities, the ability to not only recruit and retain quality early career (entry-level) professionals is challenging at best. Larger institutions tend to draw greater interest when it comes to the job search process because of their capacity to pay higher salaries, offer larger cohorts, have benefits such as tuition remission and can provide greater levels of professional development. However, when early-career professionals do come to work at SCUs, they struggle to be retained. The work is broad, the time commitment is extensive and they frequently do not get the support they need to be developed professionally and establish important networks within the field.

Concept: A cohort of 10-15 early career professionals will be selected through an application to take part in the inaugural cohort in the spring of 2018 to attend monthly webinars to discuss best practices within the field, and to also be paired with a mentor that they will communicate with throughout the semester.

Structure: The Small College and Universities Division of NASPA will work to solicit mentors who will be paired up with those in the cohort. Pairings will be made based on functional interest and institution type (faith-based, pre-professional, liberal arts, etc.).

It is expected that each mentor pairing has a minimum of one phone conversation per month. This will allow mentees to discuss career goals, struggles and joys within the position, and possibly to get involved in professional associations. Additionally, there will be monthly webinars on selected professional competencies that will be presented to the participants and an online forum (Facebook, LinkedIn, etc.) for ongoing interactions and discussions.

This proposal has been introduced to the SCU leadership team and members are in the process of identifying individuals who might serve as webinar resources and mentors. The desired timeline would be to solicit applications in October and November of 2017, with the content roll-out in spring of 2018.

Follow-Up from Round Table Event in San Antonio

The annual Round Table event for small colleges and university staff held during the national conference provides another opportunity to solicit member engagement. A survey was distributed to all Round Table participants, with potential involvement preferences identified. SCU Board members representing the various areas of involvement were provided contact information for follow-up. The outreach activities are scheduled to be completed this summer, with the hope that this effort will yield additional individuals to provide input, networking resources and serve in a multiplicity of informal volunteer roles in the SCU Division.

Regional Events

Region II—Meg Nowak

Region II Advisory Board Meeting

June 2-4, 2017 Renaissance Hotel/Pittsburgh, PA

- Represented the Small College and University Division in business and planning discussions

Region II Conference

June 4-6, 2017 Renaissance Hotel/Pittsburgh PA

- Held Small Colleges and Universities Division Round Table
- 15 people attended
- Shared information about the SCU Division
- Encouraged all to submit program proposals to National and Regional Conferences
- Encouraged attendance at Small Colleges and Universities Institute, Summer 2018
- Topics discussed included:
 - City vs. Country students (especially if the residential students are mostly city students)
 - Managing change – staff turnover

- Managing College President transitions
- When the residential population is a small portion of your enrollment, how do you engage them?
- Managing enrollment with declining populations; budget management strategies
- Residency requirements as a tool to manage lower new student numbers
- Retention issues
- Cutting service hours (food, facilities etc.)

Region III—Jenny Miles

- The 2017 NASPA Region III/SACSA Mid-Manager’s Institute was held June 11-16, 2017 at Emory University in Atlanta, GA.
- The 2017 NASPA Region III Summer Symposium was held June 15-18, 2017 at the Walt Disney World Swan and Dolphin Resort in Lake Buena Vista, FL.
- The 2017 NASPA Region III/SACSA New Professional’s Institute is being held June 18-23, 2017 at Trinity University in San Antonio, TX.
- The 2017 SACSA with NASPA Region III Annual Conference will be held October 28-30, 2017 at the Chattanooga Hotel in Chattanooga, TN.

Region IV-W—Carrie Petr

- Regional Representative served as co-presenter for the program “Grace, Grit and Gumption: Leading Change=BIG Responsibility for CSAOs” at the 2017 NASPA Annual Conference.