



Trina Dobberstein
Small Colleges and Universities Director
Report for the July 2018 Board of Directors Meeting
June 11, 2018

NASPA Board Action Items

None at this time.

Leadership & Member Engagement

Director Report

- Engaging membership in strategic planning conversations to support work of NASPA Strategic Planning Task Force.
- Currently working with Regional Director from Region VI to fill vacancy caused by unexpected health issues of recent appointee.
- Advisory Board to make follow-up calls to non-renewing institutions to assist NASPA membership services in reaching out for advocacy and sustained membership.
- Developing strategy and timeline for soliciting names of possible board members to replace individuals rolling off the SCU Board in March of 2019.
- Advisory Board members actively engaged in planning for division and regional conferences and events and will submit relevant sessions for 2019 NASPA Annual Conference.

Social Media

- Twitter followers are currently at 741, a modest but positive increase.
- Developed a more robust cycle for ensuring blog creation. Advisory Board members fully engaged and eager to tell the small institution story on social media.

Public Policy

- Public Policy Division (PPD) Representative, Brent Marsh, has shared monthly PPD leadership team minutes with SCU Division advisory board members. Replete with valuable law and policy resources and links, SCU Division leadership has found them to be a tremendously valuable resource.

- Marsh has agreed to coordinate the SCU Division blog schedule for the 2018-2019 year. The June 2018 feature, written by Paul Raccanello, was entitled “Small AND Mighty: Renewing our Commitment to Students.”
- The SCU Division-sponsored NASPA M. Ben Hogan Small Colleges and Universities Institute held June 23-26 will feature a panel presentation entitled “Speaking Freely about Free Speech” which will tackle a critical and timely public policy topic that has also been a focal point for the Public Policy Division.

Professional Development & Events

The **2018 NASPA M. Ben Hogan Small Colleges and Universities Institute** will take place on June 23-26, 2018 at the University of Puget Sound in Tacoma, WA. A record number of attendees will consider topics as diverse as

- Protecting freedom of speech and creating inclusive campus climates;
- Campus partnerships that transform the student experience;
- Using data to tell the student affairs story;
- Promoting healthy campus communities and healthy staff and
- Creatively addressing resource challenges

In addition to an immersion in topics, dialog and timely problem-solving, a pre-session will be offered about the student affairs career pipeline to address the current construct about professional preparation activities and whether the current model serves the professional well in the context of unrelenting professional demands.

Early Career Development Institute (ECDI) was a successful first effort, with 18 early career professionals, coached in scheduled sessions by senior professionals and coming together as a cohort for series of monthly webinars on relevant and timely topics. The webinar topics included

- An Overview of Small College Work with Laura DeVeau from Mount Ida College
- Supervision Frameworks with Carrie Petr from Doane University
- Recruitment and Retention with Jesse Grant from Bemidji State University
- Diversity and Inclusion with Anna Gonzalez from Lewis and Clark College
- Navigating Institutional Politics with Joel Perez from Whittier College
- Human and Organizational Resources with Byron McCrae from Davidson College

Region I

- Advisory Board meeting on April 27.
- Summer Retreat scheduled for June 6 at Merrimack College.
- Ireland Summit in Dublin June 13-15.
- Efforts ongoing to imbed robust topics of interest to small colleges and universities in regional meetings.

Region II

- Regional Conference held June 3-5 in New York City with record number of 637 registrants.
- Constituent group networking event planned to begin to develop SCU team.
- New initiative offered, Career Connections, to serve as a placement tool for positions in the region.
- Mid-Managers Institute scheduled for June 25-29; to be held on the campus of Daemen College and co-chaired by Greg Naylor, SCU institutional and professional members.

Region III

- The 2018 NASPA Region III Summer Symposium will be held June 10-13 in New Orleans, LA.
- Opening speaker, Suzette Walden Cole discussing risk management opportunities in housing, fraternity and sorority life and student activities, of particular interest to SCU colleagues.
- Session to be offered on transitioning from PWI's to HBCU's, with many HBC's in this region and large numbers of those institutions considered small colleges and universities.

Region IV-E

- Active involvement in summer regional meeting as well as developing plans for a statewide gathering.
- Regional Facebook Live programs to include SCU professionals sharing relevant information for division members.

Region IV-W

- Planning a webinar on Title IX compliance in the small colleges and universities environment.
- In planning stages for Regional Conference to be held on October 23-25 in Wichita, KS.

Region V

- Regional Representative liaising with Regional Director to stay current and advocating for topical attention to SCU's at regional events.
- Regional Director working with Campus Labs to submit an assessment session with a SCU focus for 2019 NASPA Conference in LA.

Region VI

- NorCal NASPA and other student affairs professional organizations hosting a drive-in conference on June 29 at Holy Names University in Oakland, CA with theme "Lift as You Climb"
- Regional Meeting on October 8-11, 2018 in Sacramento, CA entitled New Pathways for New Students. Conference Chair is a member of a small college or university.