



Trina Dobberstein
Small Colleges and Universities Director
Report for the March 2019 Board of Directors Meeting
February 8, 2019

NASPA Board Action Items

None at this time.

Leadership & Member Engagement

Director Report

- Continued to engage Advisory Board members in dialog regarding strategic planning goal statement and objectives and solicited feedback in concert with association-wide efforts to hear member voices. Began discussion of tactic development, which will continue at the annual conference. Annual conference dialog will also center on how the 2019-2024 NASPA Strategic Plan will inform a re-visioning of SCU goals and objectives.
- Worked with Region III Director to fill board vacancy for Regional Representative.
- Continued to work with SCU Division Director-Elect Carolyn Livingston and NASPA Liaison James Stascavage to facilitate transition of Division leadership in March of 2019.
- Advisory Board members have been actively engaged in advocacy for a strong small college presence in regional networks and negotiating relevant and timely program submissions for 2019 NASPA Annual Conference sessions.

Social Media

- Twitter followers are currently just under 800, with plans afoot under the new administration to re-organize the leadership team to continue a robust presence on social media for the SCU Division and offer additional entry points for member volunteer engagement.
- As Brent Marsh begins his term as Public Policy Division Chair in March, his impact on the monthly blog cycle for the SCU division has been significant and sets the stage for continued engagement of division members in preparing relevant and timely blog content on a regular basis.

2019 NASPA Annual Conference Program Highlights

The following programs are specifically geared toward small college and university professionals and are being encouraged through the conference app, a printed small college guide and blog posting.

- **VPSA Pre-Conference Workshop: Small Colleges and Universities: Opportunities and Challenges for Chief Student Affairs Officers**

SCU-sponsored sessions:

- **Building Resiliency in Professionals with Marginalized Identities at Small, Private Liberal Arts Colleges**
- **Other Duties as Assigned: Collaboratively Implementing a Comprehensive Prevention Program at a Small College or University**
- **Navigating Organizational Politics for the Mid-Level Professional**

SCU conference events:

- **Institutional Type VPSA Round Table**
- **NASPA Small Colleges and Universities Town Hall**

Public Policy

- Public Policy Division (PPD) Representative Brent Marsh has shared monthly PPD leadership team minutes with advisory board members. Replete with valuable law and policy resources and links, SCU Division leadership has found the resources to be tremendously valuable.
- Brent Marsh was recently named Public Policy Division Director-Elect, so replacement conversations are in process.

Professional Development & Events

The **2020 NASPA M. Ben Hogan Small Colleges & Universities Institute** will be held June 27-30, 2020 at Emerson College in Boston, Massachusetts. The Institute Planning team, led by Co-Chairs Dan Hirsch, Dean of Campus Life at Pitzer College and Kimberly Blea, Dean of Students at New Mexico Highlands University, has organized a diverse planning committee and is beginning to shape content that will sustain the tradition of excellence in programming, collegial dialog and professional development begun with the first Institute in 1998.

Additional Planning Committee members are listed below:

Jim Hoppe, Vice President and Dean for Campus Life, Emerson College

Fran'Cee Brown-McClure, Dean of Students, Spelman College

Sharon Duffy, Assistant Vice President for Student Affairs, Emerson College

Maria Flores-Mills, Dean of Students, Colgate University

Mary Geller, Vice President of Student Development, College of Saint Benedict

Chris Gill, Dean of Students, Culver-Stockton College

Jesse Grant, Associate Vice President for Student Life and Success, Bemidji State University

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

Domanic Thomas, Senior Associate Dean of Student Affairs, Willamette University

The **Early Career Development Institute (ECDI)** was a successful first effort, so 2019 arrangements are fully in process. The ECDI provides low-cost and ongoing professional development to professionals in their first three years at small colleges. Throughout the spring semester, participants will attend regular webinars taught by seasoned professionals on topics such as navigating institutional politics, ways to enhance one's professional trajectory, diversity and inclusion on campus, etc. Additionally, participants

will be paired with senior-level administrators who will serve as their coaches. Participants will have monthly phone/skype conversations with their coach to discuss issues brought up during the webinar as well as personalized and targeted conversations on topics of immediate concern and relevance. Eighteen individuals have applied for the program and a cohort of 10-15 new professionals and 12 individuals willing to serve as coaches will be selected as participants.

Regional Updates

Regional Representatives serve as communication links between the regional boards and the SCU divisional team. The primary thrust is participation in program development, professional networking and advocacy for small college and university issues within NASPA's regional structure. Regional Representatives have dual roles and are a conduit for information sharing between the organizations, so serve important integrative functions. Because of the duality in roles and the differences in regional structures and functions, more attention will be given during the next SCU administration to clarifying and strengthening the position expectations.

Region I

- The Region 1 conference in November attracted a record 604 participants, representing 39% of the 1553 individuals who are regional members. SCU Regional Representative and Regional Director will collaborate on a forum series to learn more about specific needs of the membership and promote the resources and volunteer opportunities provided by the SCU Division.

Region II

- Region II and Region III will host a Joint Summer Conference and Symposium on June 5-7, 2019 in Washington DC. The call for programs will be issued soon. Both regional representatives will work to promote vital and relevant content for small college and university attendees.

Region III

- Darryl Hollomon, Vice-President for Student Affairs at Spelman College, was named the Region III SCU Representative and will serve until March of 2020.

Region IV-E

- The SCU Representative reports that the region is undergoing a by-laws revision and all regional board representatives have been invited to identify impacts on their particular constituent groups. The regional membership increased in concert with the regional conference in November and a portion of that increase is benefiting the SCU network. The new regional representative on the SCU Board will be Doug Thompson, Associate Dean of Students for the Dougherty Family College at the University of St. Thomas in Minnesota.

Region IV-W

- The new regional representative is Heather French, Vice-President for Student Affairs at the St. Louis College of Pharmacy.

Region V

- The wide geographical boundaries of the region make some means of connection and dialog difficult, so consideration of how best to keep in touch and stay current on issues and preferred means of communication among members will be a future focus of the SCU regional representative.

Region VI

- Region VI sponsors several local events, which provide an opportunity to promote NASPA and SCU in additional forums. This includes the Western Regional Careers in Student Affairs Day and Dean of Student Summits, which bring together regional senior officers from various segments

of higher education together to network and support one another. Small colleges and universities are active participants in these regional programs, and a panel during the Careers in Student Affairs Day was designed to include small college and university representatives to present a broad view of career opportunities. The regional board communications team will actively promote national conference participation for all members since it will be a “local” event for the first time in many years.