



**NASPA**<sup>®</sup>

Small Colleges and  
Universities Division

**Trina Dobberstein**  
**Small Colleges and Universities Director**  
**Report for the December 2017 Board of Directors Meeting**  
**November 9, 2017**

## NASPA Board Action Items

None at this time

## Leadership & Member Engagement

### Director Report

In my first months as the Small Colleges and Universities Division Director, I am reminded on a daily basis of the importance of our work in student affairs and of the distinct advantage in having direct access to students as they live and learn. Our work in higher education will not get any easier in the current political and socioeconomic climate, and the students we greet on our campuses come with much on their minds and in their hearts. Our commitment is to serve students whose needs and challenges are increasingly complex and for which the solutions to those concerns are ever more elusive, but we sustain that commitment and guide students toward a successful future.

### Advisory Board Notes

- The SCU Board membership is now complete, with the addition of Danny Ledezma as the newly created Early-Career Professional Representative (the position description was included in the last SCU report). Danny currently serves as Associate Director, Community Engagement at Harvey Mudd College in Claremont, CA.
- The Small Colleges and Universities Division Director sits on the NASPA Selections & Awards Committee. I will be participating in the selection of The President's Award and the Scott Goodnight Award for Outstanding Service as a Dean in the current awards cycle. Participation in the selection process for national awards is an important role as one means of affirming the voice of small institutions when outstanding service to the profession is lifted up.

- Membership in the SCU Division currently stands at 4034 individuals and 685 institutions, with the following breakdown of institutional and individual membership:

	<b>Individuals</b>	<b>Institutions</b>
Latin American/ Caribbean	7	1
Region 1	770	101
Region 2	780	135
Region 3	829	148
Region 4-East	563	119
Region 4-West	376	78
Region 5	294	47
Region 6	415	56

These numbers will serve as benchmarks for a strategic effort within the SCU division to increase membership in both categories over the next fifteen months.

- Based on member interest as expressed at the most recent Town Hall at the San Antonio NASPA Conference, the SCU Advisory Board will be engaging in dialog regarding possible strategies for advocacy with higher education preparation programs as to how those programs embrace the of topic of, and prepare students for, eventual employment in the small college and university sector. This avenue of pursuit will allow for collaboration with our faculty colleagues in the newly-constituted NASPA Faculty Division.

### **Advisory Board Member Reports**

#### **Social Media Update**

- Twitter followers currently number 718. It is hoped that number will increase by a significant percentage in the next quarter. Analytics will be reviewed in the context of means by which the division’s social media strategies can be shaped to best serve member interests and generate sustained connections among division constituents.
- The blog series will continue, with some recent adjustment in means to secure bloggers. Suggested future blog topics include “Working at a Micro-College,” “International Student Engagement at Specialized Institutions,” and “Building Student Institutional Loyalty on Urban Campuses.”

#### **Public Policy Update**

- The SCU division continues to stay current on national public policy issues through the active participation of the SCU Public Policy Representative, Debbie Heida. National issues through the lens of small colleges and universities are regularly reported on and discussed.

- Debbie Heida will serve as a moderator for the NASPA Public Policy Division Town Hall: Free Speech on Campus to be held on November 15.

## **Regional Updates**

### **Region I**

- Updates to the regional database have been made to facilitate information sharing and effective communication linkages, particularly for the very small colleges in the region who may lack maximal technology support in their respective institutions.
- A Zoom meeting for small colleges in Region I was held last summer to discuss opportunities in the regions, programming deadlines for both regional and national conferences and to open more robust conversations about issues facing small colleges. An idea was floated to pursue a 'think tank'-like opportunity around one or more of the following issues: student engagement, residence hall retention, introducing new staff to life at a SCU, collaboration between Student Affairs and Academic Affairs, working with competing interests on campus (activities v. athletics), strategic planning in Student Affairs and staff retention - incentives beyond salary.
- Regional representative Maureen Wark served as a program reviewer for SCU division-sponsored selections for the national NASPA Conference.

### **Region II**

- The current Region II SCU Representative, Meg Nowak, will be stepping down, so there will be a process undertaken to name a replacement. Mike Christakis, Region II Director, is advising on replacement possibilities.
- Region II members will be assisting with coordination and presentation of the preconference program Small Colleges and Universities: Opportunities and Challenges for Vice-Presidents for Student Affairs.

### **Region III**

The 2017 SACSA with NASPA Region III Annual Conference was held on October 28-30, 2017 in Chattanooga, TN.

### **Region V**

Region V representative Tamara Ko and Region IV-W Representative Carrie Petr submitted a successful program proposal entitled "Behavioral Modifications and Crisis Intervention: A Primer for Small College and University Professionals," to be presented at the 2018 NASPA Annual Conference.

## 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. Four regional conferences are scheduled in November, so the next SCU report will contain more detail regarding those sessions.

## Professional Development & Events

### Early Career Development Institute

NASPA's Small Colleges and Universities (SCU) Division is proud to offer an innovative, low-cost and high-quality program to professionals in the early stages of their career. SCUs have very unique needs and often have limited resources devoted to professional development for staff.

- The Early Career Development Institute (ECDI) is a signature initiative to provide new, full-time professionals in their first three (3) years in the field an opportunity to connect with peers and, with the guidance of senior staff members at SCUs, to explore specific competencies essential for practitioners.
- Every spring semester, the ECDI will select a cohort of early career professionals to attend monthly webinars to discuss best practices within the field. They will additionally be paired with senior-level staff members who will serve as coaches. Each pairing will have monthly calls to discuss career paths, institutional issues/experiences and related professional development topics.
- Institute goals include substantive and sustained networking opportunities for early career professionals, coaching opportunities for senior level professionals and monthly online professional development offerings which are strategically focused on specific content areas and presented by expert practitioners.
- Institute participants will address topics including basics of working at a small college or university; supervision; institutional politics; recruitment, retention and persistence; social justice and inclusion and organizational and human resources.
- Registration and related details are available at the Early Career Development website: <https://www.naspa.org/constituent-groups/institutions/small-colleges-and-universities-division/initiatives>

### M. Ben Hogan Small Colleges & Universities Institute

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

In addition to important networking opportunities, institute sessions will address the following topics and more:

- The tension between creating inclusive campus climates and protecting freedom of speech
- Campus partnerships that transform the student experience
- Using data to tell the student affairs story
- How healthy communities are supported by healthy staff
- Creatively addressing resource challenges

#### **NASPA Annual Conference: SCU Highlights**

- **Small Colleges and Universities: Opportunities and Challenges for Vice-Presidents for Student Affairs.** A full-day preconference program to address the growing complexity of institutional management, compliance, affordability and access and attention to educational outcomes in the context of changing roles and greater demands.
- **SCU-sponsored series of program sessions** that have been selected for their special emphasis on the types of institutions represented in the division. The selection committee identified a large contingent of sessions which focus on the unique needs of member institutions and are now determining the best way to direct conference participants to those sessions.
- **Town Hall** and **VPSA Roundtable** sessions encourage open dialog and information sharing to identify common issues of concern, strategize possible solutions and open lines of communication among member institutions.