



NASPA

SMALL COLLEGES
& UNIVERSITIES
DIVISION

Maggie Balistreri-Clarke

Small Colleges and Universities Division Director

Division Report- February 6, 2013

NASPA Board Action Items

Nothing for Board Action

NASPA Mission

To be the principal source for leadership, scholarship, professional development, and advocacy for student affairs.

Leadership

Accomplishments 2011 – 13

1. Created energy and momentum for division by creating clear goals, strengthening the leadership structure and actively pursuing new action steps toward goals.
2. Strengthened leadership team by hosting regular teleconferences, creating position descriptions and urging the creation of regional advisory teams.
3. Created electronic communication coordinator position and had the great fortune of having Zauyah Waite provide strong leadership. Promoted the update and use of division web site. The list serv is growing in use. Media outreach has expanded to a blog and a twitter feed.
4. Provided electronic professional development through 3 SCU dial-in workshops.
5. Linked volunteers with opportunities. Due to the excellent leadership of Hampton Hopkins, volunteers were linked to opportunities by region and interest.
6. Strengthened NASPA Responsiveness by making the request for reps to have a means of communicating with constituents, supported NASPA's creation of an email tool which appears to be working well.

7. Created new membership category for schools under 499. Thanks to Hampton Hopkins for his leadership in this effort.
8. Ensured sustainability of SSAO Institute 2012 Institute was a great success; co-chairs and site are selected for 2014. Planning team will meet at annual conference.
9. Promoted small college presence at specialty conferences. To date we have had 4 leadership team members lead sessions at a specialty conference. All were well-received.
10. Promoted outreach to graduate programs- by highlighting the excellent leadership of Houston Dougharty's work with The Small College Project.

Here are the SCU Division Goals for 2012 – 13 with annotations in red.

GOAL 1 Strengthen networking and professional development

Actions at regional level

1. Regional reps will create regional advisory teams
 - Teams for Regions II, IV E and V are active
 - Where reps are able to create teams they seem to be helpful;
 - Most reps struggled with the creation of a regional advisory board
2. Regional teams will engage members in region-appropriate activities such as round-table discussions, hospitality sessions or SCU tracks.
 - Most regions hosted roundtable sessions at their regional conferences
 - A roundtable template was created and is posted on the leadership site
 - Some movement toward this goal has been made through a heightened SCU regional presence.
3. Regional reps will share newsletters other communications and initiatives with the rest of the leadership team to help generate ideas and avoid duplication of effort.
 - Communications at the regional level were not consistently shared. Sharing communications could be something that would help other reps to see what is possible.

I recommend that the Division Director make a strong effort to align regional and divisional efforts and expectations and also put time into nurturing individual relationships with each regional rep as time permits. Offering strong support for offerings at the regional conferences is critical.

Actions at national level

1. Ensure sustainability of bi-annual SSAO Institute
 - 49 participants registered for 2012 Institute at Butler as of June 18
 - Co-chairs and a site are selected for the 2014 Institute.

The involvement of the NASPA office has strengthened the sustainability of the Institute. I recommend keeping an eye on the need to involve volunteers in meaningful ways and continuing to use feedback from targeted participants to build the program. Past participants may have ideas on ways to build participation. Engaging influential SSAO's in already established groups is a potential strategy.

2. Host 3 dial-in workshops focused on SCU members, e.g. public policy.
 - 2 dial-in teleconferences were held:
Student Support, Safety and Success at the Smallest of the Smalls
 - Targeted schools under 500, November 27, 2012, 2:00 EST
 - Hampton Hopkins, Zauyah Waite and Tara Knudson Carl presented

- 50 participants; Evaluations were mixed. Leadership team recommended that future teleconferences focus on topics rather than institution type

Public Policy for Small Colleges and Universities

- February 6, 2013, 3:00 EST
- Rebecca Mills, Brian Sponsler, Laurel Kennedy presented
- We had 103 participants Evaluations will be tallied past-report deadline.

The teleconference format holds a lot of promise for serving the SCU division. I recommend that future webinars focus on topics rather than institution types and make a strong effort to tailor the information to practitioners at a targeted level.

3. Increase and market SCU offerings at annual conference.
 - Progress toward this goal is hard to gauge. Only one region asked for endorsement of a program. That program was accepted. The annual conference committee recommended programs of interest to small colleges. Using this information, an SCU marketing piece has been created for the 2013 annual conference. This is one mark of progress.

For the future I recommend advocating for ways that in the proposal process, presenters can indicate that their program is intended for those at small colleges. Currently this is not on the list of options for presenters.

4. Maggie will ask Regional Directors for support of SCU-sponsored regional initiatives such as round-tables and hospitality at regional conferences.
5. Host SCU panel or program at national specialty conferences
 - This strategy has been effective. An SCU panel or roundtable was offered at 4 specialty conferences. All reports have been positive.

This strategy has been very effective and has great potential. Recommend this strategy be continued and expanded through the use of sharing what is working and creating opportunities beyond panels and roundtables.

GOAL 2 Increase visibility and communication for SCU's

Actions

1. Enhance NASPA SCU web site
 - This strategy has been effective. Creating an electronic communications coordinator position on the leadership team was a great step forward.
 - There is web site activity through the list serv and constituents are using the site to register for teleconferences and the SSAO Institute as well as to gain networking information. Recommend continued efforts to enhance web site.
2. Encourage use of social media
 - This strategy has a lot of potential. Damon Sloan has taken leadership for both blogging and a Twitter account. Zauyah is exploring a Facebook page.

Based on the growth in the use of the list serv and the potential reach of a blog and twitter feed, I recommend effort and energy continue to focus on electronic communication.

3. Increase SCU visibility in NASPA publications
 - Although hopes were high for an article on sustainability efforts, our partners did not follow through on their expressed interest. No progress was made on this strategy.
4. Increase recognition of SC&U members at the regional and national level.
 - We planned to pursue the idea of profiling SCU members in NASPA publications. This is a good idea – but no progress was made on this goal.
 - Identify SCU members for awards. Another good idea with no progress.

GOAL 3 Provide a strong voice for NASPA service to SCU's

Actions

1. Progress was made through the creation of an email tool that allows regional reps and other leadership team members to directly contact constituents. This was an accomplishment both for the leadership team that made the request and for the NASPA office that responded so positively.
2. Identify public policy issues of importance to SC&U's
 - There is a strong registration response to the teleconference on public policy for small colleges. It will be worthwhile to review the evaluations once they are tallied.

I recommend that the use of the email tool be promoted among reps and that 'best and effective practices' for using this tool be generated. For example, if everyone shares what they are sending out to their region others can get a sense of what is possible.

GOAL 4 Strengthen partnerships to expand resources and support

Actions

1. Between SC&U's and Graduate Preparation Programs
 - Houston Dougharty has taken the lead on a the Small College Project – which targets graduate prep programs An ambitious list of initiatives is posted in Houston's region 4W report.
2. Between SC&U Division and NCAA Division III
 - The SSAO Institute included a visit to NCAA headquarters and this was well received. Ideas for partnership were discussed. This would be a fruitful strategy to pursue.
3. Between SC&U and Community Colleges Divisions
 - No progress was made on this goal for 2012 – 13.

"The Small College Project" for which Houston is taking a leadership role has great promise. I recommend that this be nurtured and promoted.

GOAL 5 Be intentional in SCU outreach and collaboration

Actions

1. To smaller schools – e.g. smaller than 1200 students
 - Hampton Hopkins developed a proposal to restructure NASPA dues for colleges less than 499. The Board approved this proposal in July 2012. Hooray! An outreach effort to small colleges did not result in discernible results; however membership numbers could be tracked in the future.

Thank you to Hampton for leadership in this important initiative. I recommend tracking the membership of smallest schools and intentional outreach. If reps are given targeted, doable tasks they are more likely to achieve them (what a surprise!).

2. To schools serving traditionally under-served populations – e.g. HBCU's, Latino/a serving schools, Asian American serving schools, Tribal colleges
 - No progress was made on this strategy.

Scholarship

Nothing to Report at this Time

Professional Development

- See annotated goals above – teleconferences, SSAO Institute

Advocacy

- See annotated goals – creation of new membership category for smallest schools

NASPA Strategic Plan

Goal 1

Nothing to Report at this Time

Goal 2

1. Lead advocacy efforts that shape the changing landscape of higher education.
 - See annotated goals above – membership dues for smallest schools

Goal 3

Nothing to Report at this Time

Goal 4

2. Strengthen NASPA by making it a more responsive, vital and sustainable organization.
 - See annotated goals above – email tool, web site, social media outreach

Leadership Team Reports

Hampton Hopkins – Volunteer Coordinator

Goal 1

- We have 92 people on the SCU Division volunteer list with 24 actively serving in some leadership capacity. Many other volunteers are utilized by regional representatives for regional programs, activities, and conferences.

Goal 2

- We are currently seeking to fill upcoming vacancies for the division advisory board and the 2014 Small College Institute from the pool of division volunteers

Goal 5

- NASPA approved and implemented the small college dues proposal creating a category of dues for colleges with less than 500 FTE
- Hosted the Student Support, Safety, and Success dial-in conference with 45 attendees

Zauyah Waite – Electronic Communications Coordinator

- We continue to expand our communication with members via social media: Damon Sloan is overseeing our Twitter account. We went online on November 8, 2012 and now have 84 followers. To follow go to @NASPAscu. Damon is also pursuing blog options.

- We have Boyd R. Beckwith, Assistant Dean/Director, Student Center & Campus-wide Programs of Rice University who has volunteered to maintain the site.
- We are also working on a blog and Facebook account.

Tashia Bradley - Region I Representative

I attended the NASPA Region I conference in November, attempted to notify individuals about SCU. I met with one board member who made some suggestions about recruitment, no ideas of what areas to bring to the group. I sent out a request for volunteers and ideas via the volunteer database, but no responses. I am sending out a final email request via James Stascavage, as a last effort on this front. If I receive no replies I will just create a dial in, based upon my needs.

Ray Heath – Region II Representative

Discussion Items for Region II Advisory Board Conference Call – February 26, 2013

Encourage Advisory Board members to remind SSAOs and staff of small colleges and universities to develop proposals for programs for regional and national conferences, to invite participation in varied programs and activities in Region II and to promote participation in the Small Colleges & Universities teleconferences and programs at the annual and the Region II Conferences.

Goal 1

- Participated in the Region II Advisory Board meeting on December 6-7 and will facilitate another round table discussion on Issues of Importance to Small Colleges & Universities SSAOs and staff during the Region II Conference;
- Participated in the *Small Colleges & Universities Division* conference calls and updated the Region II Advisory Board members about planned activities of the *SC&U Division* during its fall conference call and December Advisory Board meeting;
- Reviewed topics raised on the *SC&U Division Listserv*;
- Recommended endorsement by the *SC&U Division of Beyond GI Joe*, a program proposal related to the student veteran for presentation at the 2013 NASPA Annual Conference, at the Delaware Valley Student Affairs Conference and the Region II Conference; will assist the presenter by providing an overview of the challenges and opportunities of these veterans and the staff serving them at small colleges and universities; and,
- Will participate in the Small Colleges and Universities Dial-In Conference on February 6 – *Public Policy Issues for Small Colleges and Universities*, that will be targeted to the needs and interests of SSAOs and staff of the smallest colleges, an underrepresented group in NASPA, that will be the focus of recruitment efforts based on the new dues structure.

Goal 2

- Recommended endorsement by the *SC&U Division of Beyond GI Joe*, a program proposal related to the student veteran for presentation at the 2013 NASPA Annual Conference, at the Delaware Valley Student Affairs Conference and the Region II Conference; will assist the presenter by providing an overview of the challenges and opportunities of these veterans and the staff serving them at small colleges and universities.

Goal 4

- Reviewed and evaluated program proposals for the *2013 NASPA Annual Conference* based on overall quality with particular attention to relevance and potential benefit to Small Colleges and Universities SSAOs and staff.

Goal 5

- Discussed issues of importance to small college SSAOs and promoted their interest in the work of the *SC&U Division* to members of the *Association for Student Affairs in Catholic Colleges and Universities* during its Fall SSAO Retreat and to SSAOs of the Scranton/Wilkes Barre area at its fall meeting; and,
- Contacted SSAO of one small college in Region II that was not a NASPA member to encourage him to consider joining, to participate in the upcoming teleconference, to volunteer for activity on a KC and/or the Region II Conference Planning Committee and to attend the national conference.

Debbie Heida - Region III Representative

Report not received

Houston Dougharty – Region IV-W Representative

1. Attended and led the “Open Mic” session for the **NASPA SCU Institute** at Butler University, June 2012.
2. Proposed and hosted the well-attended **SCU roundtable at Region IV-E Conference** in Madison, WI.
3. Created and distributed over 150 “I ♥ Small Colleges” Buttons to **Region IV-E Conference** attendees (also distributed over 250 of these last spring in Phoenix at the National Conference)
4. Engineered an annual **Region IV-E Pre-Conference of the SSAOs from the ACM/GLCA** (Associated Colleges of the Midwest & Great Lakes Colleges Association) at each fall conference 2010, 2011, 2012, and 2014 (in Skokie). 20-30 SSAOs attend and this annually year; in Madison, more than half of them stayed for the NASPA Region IV-E conference – a record participation for this group.
5. Co-presented with SCU colleagues from Macalester, Grinnell, Kalamazoo on *Creating a Culture of Assessment at Small Colleges* at the **Region IV-E Conference** in Madison, WI.
6. A proposal to host a **SCU Roundtable at the NASPA AOD/Violence Prevention Conference** in Ft. Worth in January 2013 was accepted. The Roundtable was held and about 30 participants attended. Feedback to this effort was positive.
7. Continuing to work actively on “**The Small College Project**” with Sarah Westfall (SSAO at Kalamazoo College), Flo Hamrick (Professor of Higher Education at Rutgers and Faculty & NASPA Faculty Fellow), and Carrie Kortegast (Assistant Professor of Higher Education at Vanderbilt) to create tools that can enhance the profile of SCU in graduate preparation programs in student affairs. Current projects include both practice-based and academic/classroom tools:
 - a. Creating a SCU speakers bureau to speak to graduate courses
 - b. Identifying SCU campuses that would welcome graduate student cohort and individual visits, internships, and practica
 - c. Creating a SCU syllabus and syllabus modules that graduate preparation program faculty could adopt, adapt, or integrate into curriculum

- d. Creating a national summer internship program for opportunities at SCUs for graduate students (perhaps organized like the NUFPI internships)
- e. Develop a bibliography of SCU resources
- f. Identify gaps in the literature regarding SCU, for use by faculty and graduate students
- g. Considering a monograph on SCU generalist practice
- h. Work with Faculty Fellows participants to identify “key questions” that are SCU related

Carrie Petr – Region IV-W Representative

- Hosted a well-attended SCU roundtable at the Region IV-W conference in Rapid City.
- Coordinated an SCU topical session at the Leadership Educators Institute.
- Identified SCU members to serve as advisory board members for the region.

Melanie Richardson – Region V Representative

- My primary efforts have focused on marketing and drawing participants to the Small College Policy dial-n. Using the new email tool, I sent out the teleconference information with a personal note to NASPA SCU division members in my region
- I also reached out to two small private non-NASPA affiliated institutions.
- I will have one final phone call with my advisory board this month

Jerry Price – Region VI Representative

- Attended the Region VI Western Regional Conference in Hawai’i November 6-9 and attended the accompanying Regional Advisory Board meeting
- Promoted the “Student Support, Safety and Success at the Smallest of the Smalls” teleconference to Board members and conference attendees.
- Participated in the Region VI Advisory Board conference call on January 17. Updated the Board on the November “Student Support, Safety and Success at the Smallest of the Smalls” teleconference.
- Promoted to Board members the February “Public Policy Issues for Small Colleges and Universities” teleconference.
- Also promoted SCU Division activities at the annual conference, specifically:
 - SCU CSAO Breakfast on Monday, 7:30 – 8:30 am – I will be hosting a western regional table.
 - SCU Roundtable on Tuesday, March 19, 7:15 – 8:15 am
 - SCU Division participation in the Community Fair and our efforts to inform graduate students about the advantages to working at small colleges.
- Submitted an application for Chapman University to host the 2014 SCU SSAO Institute.