



**Hampton Hopkins**  
**Division Director**  
**Report for the March 2014 Board of Directors Meeting**  
**February 7, 2014**

### **NASPA Board Action Items**

- None at this time

### **NASPA Mission**

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

### **Leadership**

- Division Report
  - At our meeting in March at the annual conference, the division will undergo a review of our goals and our structure to determine if the leadership team is appropriately aligned with our goals.
  - Two small colleges/universities from Region VI – Chapman University and Occidental College – are among the 73 colleges and universities selected for inclusion in NASPA's Lead Initiative. Furthermore, Chapman has been selected as one of eight Lead Consulting Institutions for this initiative. In addition, Chatham College (Region II) is a Lead institution
- Member Engagement
  - Region II will be hosting a Small Colleges and Universities breakfast in the regional suite at the national convention. The Region II publicity director is working on an invitation that will be sent out to all SCU members in our region. SCU Division Director Hampton Hopkins will be stopping by to meet and greet our guests.
- Division Communications
  - Overall the SCU communication outreach (listserv, twitter and blog) has been utilized consistently by members. It is also being used to promote programs and activities executed by the Small Colleges and Universities Division.

- Award Recognition
  - Sandy Olson-Loy (title) led the effort to nominate two professionals from small colleges for the NASPA Foundation Pillars of the Profession award and both were selected, Tim Millerick and Maggie Balistreri-Clarke. In addition, three more were selected from small colleges: Delight Champagne, Helen Matusow-Ayres, and Eugene Zdziarski.
  - Ray Heath (Marywood University) is the recipient of the Scott Goodnight Award.

## Scholarship

### Division Report:

- JoNes VanHecke (Gustavus Adolphus) and Houston Dougherty contributed a chapter in the newly released NASPA book Executive Transitions in Student Affairs.
- Zauyah Waite contributed an article to the Winter 2014 edition of Leadership Exchange titled When the World is Watching: Lessons Learned in Dealing with Campus Crises. She also serves as an adjunct instructor in higher education administration at the University of Pittsburgh.

## Professional Development

### Division:

- Debbie Heida is leading a dial-in workshop on athletics. This workshop is scheduled for March 5, 2014 and is being co-presented by Sarah Feyerherm, Tim Millerick, Zauyah Waite, and Kathy Woughter. It is designed for professionals at small colleges who currently supervise athletics or hope to do so one day.
- The Affordable Care Act dial-in workshop to be held in partnership with the NASPA Public Policy Division has been postponed due to the changing nature of the law. This may be revisited in the fall.
- Kathy Woughter will be co-facilitating the Small College and University Roundtable at the national convention, along with Janet Heeter-Bass from Muskingum University. Kathy is also assisting in the planning of the SCU Institute, taking place at Daemen College in Buffalo this summer. She is taking the lead on developing a conference panel presentation related to changing demographics, with particular regard to LGBT students, students with disabilities, students from low-income backgrounds and first-generation students.
- Houston Dougherty hosted a roundtable session at the NASPA Mental Health/AOD Conference with 30 in attendance. Suggestions were made to propose a longer session as one-hour was not enough to cover all of the topics.
- 2014 Annual Conference -- Baltimore, MD
  - Hampton Hopkins, Houston Dougherty, and Damon Sloan are presenting a pre-conference seminar for mid-level professionals at small colleges and universities.
  - Hampton Hopkins, Maggie Balistreri-Clarke, Jerry Price, Levester Johnson, and Barbara Avery are part of a panel of CSAOs from small colleges and universities.
  - Jerry Price and Barbara Avery are presenting a program on advocating professional opportunities at small colleges and universities; the program targets mid-level professionals and new professionals.

- Kathy Woughter and Janet Heeter-Bass will be co-presenting the Small College and University Roundtable session.

Regional:

- Region IV-E:
  - Division Rep hosted a roundtable for 20 small college professionals to discuss trends and issues happening on our respective campuses.
  - Nine programs at the Region IV-E conference were presented by professionals from small colleges.
  - Small colleges are represented on panels and drive-in conferences hosted by Knowledge Communities within Region IV-E.
  - The Small Colleges listserv continues to be used on a regular basis, informing small college professionals in order to make decisions at their respective institutions.
- Region VI: 2013 Western Regional Conference -- Salt Lake City, Utah
  - Facilitating a roundtable program focusing on current issues and trends at small colleges and universities
  - Developed a handout summarizing the WRC programs being presented by small colleges and universities

**Small College and University Institute**

*June 21 - 24 ♦ Daemen College, Amherst, NY*

- Plans are underway and a schedule of sessions is complete. Marketing has begun and registration is underway.
- The conference planning team meets monthly and the program content seems to be developing well. Members of the committee have done a great job securing financial sponsorship, which will help us provide an even greater experience. Highlights will include a trip to Niagara Falls.
- Content areas include 1) shifts in higher education and their impact on student affairs, 2) civic learning and democratic engagement, 3) changing student demographics, and 4) managing critical incidents in campus.

**Advocacy**

*Division-wide:*

- *Tier pricing/NASPA support for small college participation in NASPA events: Hampton Hopkins brought forward an idea, based on conversations with several SCU folks, about NASPA offering scholarships or tier pricing for conferences and other activities. Discussion ensued on this and other ideas such as underwriting the Institute to keep costs down, opening scholarships to all NASPA members, etc. A proposal is under development for presentation to NASPA leadership.*

*Regional:*

- *Region VI:*
  - *Jerry Price represented small colleges and universities on a panel of SSAOs presenting at the 2013 Western Regional Careers in Student Affairs Day*

## NASPA Strategic Plan

*Divisional efforts at addressing the NASPA Strategic Plan:*

### Goal 1

1. Build the capacity to create knowledge and use data to provide evidence that will support excellence in practice.

*Objectives*

- 1.1 Be the primary source of data on the experience of college and university students.
- 1.2 Demonstrate the impact of student affairs on student learning, persistence, and success through scholarship, assessment, evaluation, and research.
- 1.3 Tighten and align the connections among theory, research, and practice.

Division Goal 1: Expand professional development, visibility and communication supporting excellence in practice at small colleges and universities.

- Regional reps are developing regional advisory teams to serve as a conduit for communication of division programs and activities. This has been particularly productive in Regions I, II, IV-E, IV-W, & VI.
- Leadership team consistently submits proposals for SCU roundtables at regional and specialty conferences including Regions I, II, III, IV-E, IV-W, and VI, and the Mental Health/Alcohol and Other Drugs Conference.
- A dial-in conference on athletics is scheduled for March 5, 2015 coordinated by Debbie Heida and facilitated by Sarah Feyerherm, Tim Millerick, Zauyah Waite, and Kathy Woughter.
- The SCU Listserv is an effective way to obtain information, feedback and ideas regarding SCU matters. The listserv continue to receive good traffic from the members of SCU. We continue to promote subscription by sending out regular email notification.
- The SCU twitter account, @NASPA SCU currently has 224 followers. The account is facilitated by Zauyah Waite, Damon Sloan, and Kathy Woughter.
- SCU leadership blogs on a variety of current matters and issues pertaining to small colleges and universities.
- The division is developing a communication calendar to plan for scheduled and timely communication with constituents. The first communication is planned for late February.

### Goal 2

2. Lead advocacy efforts that shape the changing landscape of higher education.

*Objectives*

- 2.3 Build capacity among membership in order to effectively influence public policy.

Goal 2: Provide strong advocacy for small colleges and universities in NASPA

- Jerry Price represented small colleges and universities on a panel of SSAOs presenting at the 2013 Western Regional Careers in Student Affairs Day
- Sandy Olson-Loy led the effort to identify and recognize more SCU professionals via the Pillars of the Profession and other awards. Two professionals were nominated as 2014 Pillars from small

colleges and both were selected, Tim Millerick and Maggie Balistreri-Clarke. In addition, three more were selected from small colleges: Delight Champagne, Helen Matusow-Ayres, and Eugene Zdziarski.

- Tier pricing/NASPA support for small college participation in NASPA events: Hampton Hopkins brought forward an idea, based on conversations with several SCU folks, about NASPA offering scholarships or tier pricing for conferences and other activities. Discussion ensued on this and other ideas such as underwriting the Institute to keep costs down, opening scholarships to all NASPA members, etc. A proposal is under development for presentation to NASPA leadership.

### Goal 3

3. Launch an initiative to collaborate with student affairs worldwide.

#### *Objectives*

- 3.1 Conduct a needs assessment to guide and prioritize NASPA's international efforts.
- 3.2 Clarify NASPA's niche in international student affairs.
- 3.3 Provide context-appropriate professional development activities to improve knowledge and skills of student affairs professionals both domestic and abroad.

Goal 3: Strengthen partnerships, outreach and collaboration among small colleges and universities.

- Sarah Westfall and Houston Dougharty continue to lead an effort to enhance the relationship between SCUs and graduate preparation programs.