



Hampton Hopkins
Division Director

Report for the 2013 Winter Board of Directors Meeting
November 15, 2013

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
 - 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.
- Board/Volunteer Management
 - The division is exploring transitioning from a division-only volunteer database to utilizing the NASPA volunteer database. The current volunteer coordinator has resigned due to additional responsibilities at work and a new coordinator is being sought.
- Member Engagement
 - The Region I SCU advisory group met via conference call to discuss participation in the conference. Those in attendance agreed to meet for an informal networking at one of the restaurants during the Region I conference.
 - Region II has a Small College & University Division Advisory Board now. While small (4 members) the group has been great so far in providing ideas and feedback. I'd like to get 2-3 more members.
 - Region IV-E:
 - The advisory board continues to take shape. After the IV-E conference, four states now have state representatives for the SCU division. Their role is to promote events,

conferences, webinars, communicate with student affairs graduate preparatory programs, and recruit members into NASPA

- Small college SSAOs that are concentrated in a specific region continue to meet and network on a regular basis including: West Suburban Chicago, Central Iowa, and the Twin Cities area in Minnesota
- Six members of the Region IV-E Advisory Board are from small colleges.
- Two members of the Region IV-E Conference Staff are from small colleges.
- Region VI: Barbara Avery reported that small college CSAOs come together for a meeting regularly as well as expanding out to other areas of student affairs: disability support services, behavioral interventions
- Division Communications
 - Since we went on line on November 8, 2012, we have 200 followers on Twitter. Current Advisory Board members who post tweets on behalf of @NASPAscu are Damon Sloan, Kathy Woughter and Zauyah Waite.
 - Our blog has been up since August 26, 2013. Advisory Board members have been writing and a new blog is posted every 3 weeks.
 - Heather Black, Director of Student Affairs and Residence Life of Chatham University has volunteered to maintain the division website. Heather has been trained by the NASPA National Office staff.
 - The SCU listserv is utilized on a regular basis by SCU members. At least once a week, request for information and opinions are sent out to the listserv and members have found it an effective way to obtain feedback on a variety of matters and issues pertaining to their small college or university.
- Award Recognition
 - Divisional interest in nominating small college professionals for NASPA awards. Sandy Olson-Loy is leading this effort. Sandy led the effort to nominate two professionals 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.
 - Small colleges and universities were well represented in the 2013 Region VI award winners: Devon Guidoux, University of the Pacific – Graduate Rising Star Student Award; Kayla Wiechert, Chapman University -- Outstanding New Professional Award
 - Houston Dougharty, SSAO of Grinnell College in Iowa and former IV-E Division Representative, won the Outstanding SSAO award at the Region IV-E conference.

Scholarship

Division Report:

- Zauyah Waite serves as the Region II National Standard Rep.
- Zauyah Waite wrote a segment for an article about “Student Suicide” for Leadership Exchange, Spring Edition.

- Region I: The advisory group has discussed the idea of creating materials for new professionals to the SCU. Based upon information gathered during our session, we will explore the possibility of providing such resources.

Professional Development

Division:

- Debbie Heida is leading a dial-in workshop on athletics. We are targeting early spring for this workshop
- Kathy Woughter is leading a dial-in workshop related to the Affordable Care Act in partnership with the NASPA Public Policy Division. A recent meeting with Brian Sponsler in the NASPA office was held to narrow the topic and focus of the dial-in and determine how NASPA could support. Potential to include the American College Health Association as a possible presenter, along with NASPA experts. We are targeting late spring for this workshop.
- Maggie Balistreri-Clarke led a roundtable session at the recent CIC conference and generated ideas for discussion within the division and at the Small College and University Institute.
- 2014 National Conference -- Baltimore, MD
 - Hampton Hopkins, Houston Dougherty, Carrie Petr, 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 I: Two members of the SCU advisory group submitted a proposal to the Region I conference about the nature and expectations of the SCU. The presenters met to discuss details and to identify ways that advisory group members can be participatory in this presentation.
- 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 and activities should be complete by early fall.
- 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:

- Hampton Hopkins reviewed the 2013 CSAO Census prior to it being distributed and offered feedback specific to small colleges and universities.

Regional:

- Region IV-E:
 - Members from the division continue to reach out to student affairs graduate preparatory programs to advocate for the small college perspective in their classes, offering to serve as guest lecturers and guest panelists to show graduate students the possibilities of working at small colleges.
 - An ongoing project is the “faith-based” project. We are exploring why faith-based institutions are and are not members of NASPA, as it potentially relates to issues of inclusion and acceptance of a more socially conservative viewpoint.
- 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 submitting 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.
- Planning is underway for a two dial-in conferences on ACA and athletics. These are being coordinated by Kathy Woughter and Debbie Heida respectively.
- 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 200 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.

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 is leading an effort to identify and recognize more SCU professionals via the Pillars of the Profession and other awards. Sandy led the effort to nominate two professionals 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. The decision was to move forward with the idea of pursuing scholarships sponsored by NASPA or the Foundation. In a recent conversation with Kevin Kruger, this idea was well received and there will be further discussion. This may evolve into a recommendation for the NASPA Board.

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.