

2014 ANNUAL REPORT

CELEBRATING TRADITION INSPIRING INNOVATION



NASPATM

Student Affairs Administrators
in Higher Education

LETTER FROM PRESIDENT & BOARD CHAIR

Between July 2013 and June 2014, NASPA made significant achievements in advancing the student affairs profession and supporting the role of student affairs educators in the success, development, and learning for all students.

NASPA is increasingly asked to join policy-making groups on key issues affecting higher education. We participated in the negotiated rulemaking process for Violence Against Women Act with the U.S. Department of Education. We met at the White House to provide feedback to the White House Task Force to Protect Students from Sexual Assault. We also responded to the White House Initiative on Mental Health by leading a collaboration between NASPA, ACE, and APA. We recognize that our role in these opportunities is to represent the entire student affairs community, a responsibility that we both welcome and pursue.

Scholarship was a strong effort for NASPA this year. We released three books, celebrated 10 years of *Leadership Exchange*, and continued to publish quality articles in our three scholarly journals. The Research and Policy Institute (RPI) introduced *Legal Links* with the inaugural issue, "Understanding Campus Obligations for Student-to-Student Sexual Harassment," a collaboration between NASPA and the Education Law Association. In addition, RPI published three *5 Things* issue briefs, and authored commentary on the topics of student veteran success and the Affordable Care Act.

We remain robust in our professional development efforts. The 96th NASPA Annual Conference was our largest event to date with 5,838 participants. NASPA, the Regions, and many Knowledge Communities hosted a myriad of in-person and online events which continued to provide a multitude of volunteer leadership and networking opportunities for our members.

At the beginning of 2014, the BACCHUS Network, a university-based network focusing on comprehensive health and safety initiatives, became part of NASPA. The BACCHUS Network has been a long-time NASPA partner in promoting student peer leadership and education concerning alcohol and other drug abuse prevention, tobacco-free policy implementation, and education regarding unhealthy sexual practices and other high-risk behaviors.

In October of 2013, we launched a new NASPA website. The redesign of the website was critical to our long-term plans to provide more effective ways to deliver personalized content to NASPA members along with new and innovative methods of engagement.

Membership has grown by 935 members in the past year, totaling 14,014 members. The majority of members, 57 percent, are in the professional category, followed by students and voting delegates.

NASPA is its members – and we thank them for making this year so successful.

Sincerely,



Kevin Kruger, NASPA President



Laura A. Wankel, Board Chair
Vice President for Student Affairs, Northeastern University

SCHOLARSHIP

PUBLICATIONS:

NASPA published three books from July of 2013 to June 2014 on a variety of topics appealing to leaders in student affairs:

- *Executive Transitions in Student Affairs: A Guide to Getting Started as the Vice President*, Ainsley Carry, Editor
- *Beyond the Americans with Disabilities Act: Inclusive Policy and Practice for Students with Disabilities in Higher Education*, Mary Lee Vance, Kaela Parks, and Neil Lipsitz, Editors
- *Cool Passion: Challenging Higher Education*, By Arthur W. Chickering

LEADERSHIP EXCHANGE MAGAZINE

Leadership Exchange magazine focuses on management and leadership issues for chief student affairs officers. It is now in its eleventh year of publication and continues to be published quarterly. The hardcopy is mailed to voting delegates and subscribers, and the digital edition is sent via e-mail to all NASPA members and subscribers.

IN 2013-14, THE DIGITAL EDITION OF LEADERSHIP EXCHANGE WAS VIEWED 108,000 TIMES IN 54 COUNTRIES.

Members of the *Leadership Exchange* Advisory Board were: Patrick Day, University of the Pacific; Danny Pugh, University of Arkansas; Shannon Ellis, University of Nevada, Reno; Celestino Limas, Lafayette College; John Saddlemire, Bryant University; and Melissa Vito, University of Arizona.

In 2013-14, the digital edition of *Leadership Exchange* was viewed 108,000 times in 54 countries. The Fall 2013 issue—with a theme of new approaches to career preparation—was especially popular, receiving 44,000 pageviews.

In recognition of the 10-year anniversary of *Leadership Exchange*, an online survey was distributed to CSAOs to gauge readership preferences and satisfaction with

the publication. A series of personal interviews with CSAOs complemented the online survey. Both the online survey and personal interviews confirmed a high level of readership and satisfaction with the magazine. “You expect a publication like this from a top-notch organization,” noted one respondent. Another respondent said, “The magazine provides a good sampling of what people in the field are thinking in a more in-depth way than other publications. The trend articles are especially helpful, particularly for those who do not have the resources to attend conferences. The magazine is a ‘conference with a cover.’”

Other survey highlights include:

- More than one-third of respondents read every issue; nearly three-quarters of respondents read most issues.
- Some 82 percent of respondents share the magazine with staff members.
- Ninety-two percent of respondents read the print edition, with 46 percent of that total report also reading the digital edition.
- On a scale of one to five, the magazine scored four or within hundredths of a four rating for: ease of reading, content, layout and design, and writing.

JOURNALS

NASPA continued to publish three high-quality, peer-reviewed journals related to the association’s focus on advancement, health, and sustainability of the student affairs profession. NASPA’s long-standing journal, the *Journal of Student Affairs Research and Practice*, has been publishing the most rigorous, relevant, and well-respected research since 1963. The *Journal of College and Character*, first published in 2000, examines how colleges and universities influence the moral and civic learning and behavior of students. In August 2013, the journal published a thematic issue on the role of student affairs in the well-being of students. First published in 2008, the *NASPA Journal About Women in Higher Education* focuses on issues affecting all women in higher education including students, faculty, staff, and other administrative groups. The two issues each year are emailed to the entire NASPA membership. In 2013, the three journals reached 15,000 leaders in student affairs and higher education. Combined, the journals were downloaded nearly 40,000 times.

RESEARCH AND POLICY INSTITUTE PUBLICATIONS:

The NASPA Research and Policy Institute (RPI) intentionally links research, policy, and effective student affairs practice in support of student success and the strategic priorities of the Association. RPI generates scholarship and conducts policy analysis to articulate student affairs contributions to student success, learning, and development; interprets information to advance practice and policy conversations; and connects the many research and policy activities of NASPA members to increase reach and impact. RPI has released the following resources:

5 Things:

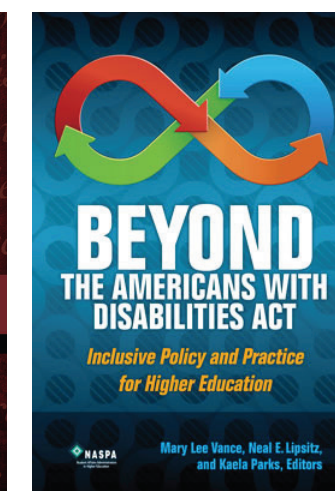
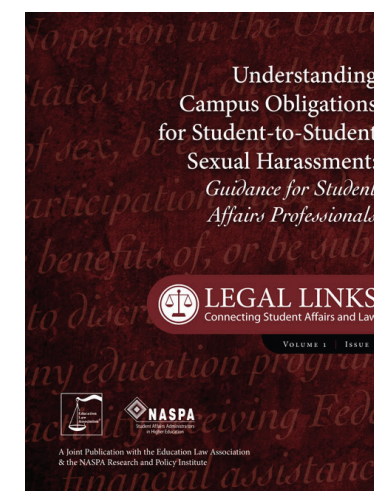
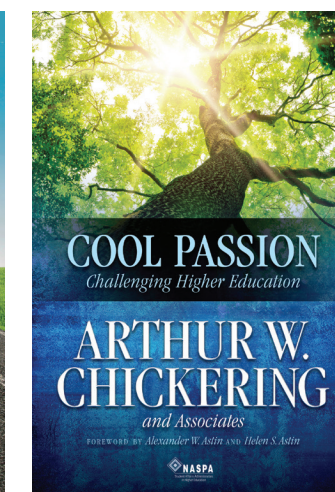
- “5 Things Student Affairs Administrators Can do to Improve Success Among College Men of Color,” by Dr. Shaun R. Harper, University of Pennsylvania, advocates for institutional responsibility for student success, with an emphasis on what student affairs administrators can contribute to ongoing efforts to support positive educational outcomes for college men of color.
- “5 Things Student Affairs Professionals Can do to Institutionalize Civic Engagement,” RPI edited brief authored by Drs. Matthew Hartley, University of Pennsylvania, and Laura Sponsler, NASPA, focused on lessons drawn from the research literature on effective means of institutionalizing civic engagement programming and learning opportunities across student affairs divisions.
- “5 Things Not to Do In Developing Surveys for Assessment in Student Affairs” RPI edited brief authored by Dr. Rishi Sriram, Baylor University, focusing on how to best construct and implement surveys for assessing programs in student affairs.

Issue Briefs:

- Issue Brief on “Measuring the Success of Student Veterans and Active Duty Military.”
- Issue Brief on “Impact of the Affordable Care Act on Campus Healthcare Service.”

Legal Links:

- “Understanding Campus Obligations for Student-to-Student Sexual Harassment: Guidance for Student Affairs Professionals.” A publication in partnership with



NASPA publishes books, periodicals, and other media to inform student affairs professionals and assist them with supporting student learning and success.

NASPA and the Education Law Association, co-authored by Jeffrey C. Sun, J.D., Ph.D.; Lynn Rossi Scott, J.D.; Brian A. Sponsler, Ed.D.; Neal H. Hutchens, J.D., Ph.D.

Additional RPI Publications:

- Fall 2013 issue of Diversity & Democracy, produced in partnership between AAC&U and NASPA focused on enacting and promoting a commitment to civic learning and democratic engagement.
- National webinar on “Supporting the Success of Undocumented Students: Implications of Federal Policy for Student Affairs” held in the fall of 2014 in partnership with the National Immigrant Women’s Advocacy Project.
- CSAO Census Executive Summary for Student Affairs released in March of 2014.

PROFESSIONAL DEVELOPMENT

The core of NASPA's mission is to provide professional development for student affairs educators and administrators who share the responsibility for a campus wide focus on the student experience. With large-scale conferences, faculty-lead institutes, online learning, and local drive-ins, NASPA aims to provide our members with ongoing education that supports their work on campus. We provide more than 60 in-person and online professional development opportunities each year, and this year was no exception.

- 
 Assessment and Persistence Conference, June 19-21, 2014, San Antonio, TX
• 390 participants
- 
 Civic Learning and Democratic Engagement Conference, June 12-14, 2014, Miami, Florida
• 225 participants
- 
 Student Affairs Certificate Program in Law and Policy, June 5-9 and July 8-12, 2013, Sirata Beach Resort and Conference Center, St. Pete Beach, Florida
• 45 participants (22 in June and 23 in July)
- 
 27th NASPA Richard F. Stevens Institute, July 17 – 21, 2013, Laguna Cliffs Marriott Resort & Spa, Dana Point, California
• 25 participants. 100% of institute evaluation respondents indicated that they would recommend the program to a peer.
- 
 2013 Student Affairs Fundraising Conference, July 21-23, 2013, Louisiana State University, Baton Rouge, LA
• 80 participants
- 
 2013 Institute for New CSAOs, Oct. 6-9, 2013, Capital Hilton, Washington, D.C.
• 44 participants
- 
 NASPA Student Affairs Law & Policy Conference, October 20 – 22, 2013, Hotel Viking, Newport, Rhode Island
• 121 participants
- 
 2013 NASPA Multicultural Institute, December 5 – 7, 2013, JW Marriott Resort and Spa, Las Vegas, NV
• 410 participants
- 
 Women's Leadership Institute, December 3 – 6, 2013, Ritz Carlton, Amelia Island, Florida
• 136 participants including 20 NASPA members
- 
 International Symposium, March 15– 16, 2014, Marriott, Baltimore Maryland.
• 106 participants
- 
 Doctoral Seminar, March 16, 2014, Baltimore, Maryland
• 17 participants
- 
 Community College Institute – Expanding Multicultural Competencies, March 16, 2014 Marriott, Baltimore Maryland
• 33 participants
- 
 2014 Alice Manicur Symposium for Women Aspiring to be CSAOs, January 12 – 15, 2014, Sheraton Sand Key, Clearwater Beach, FL
• 106 people applied for the Institute and 89 were invited to attend.
- 
 2014 NASPA AVP Institute - Excellence in the "Number Two" Role, January 19 – 21, 2014, Hyatt French Quarter, New Orleans, Louisiana
• 77 participants
- 
 2014 Mental Health Conference & 2014 Alcohol, Other Drug Abuse, and Violence Prevention Conference, January 16 – 18, 2014, Loews Coronado Bay Resort & Hotel, San Diego, California
• 670 participants (350 Mental Health Conference and 320 AODV Conference – 31% higher attendance than the 2013 event) with 170 participating in Pre-Conference Workshops.



Left: 2014 NASPA Annual Conference Chair Frank Lamas addresses the crowd opening night. Right: The Morgan State University choir entertains attendees.

The 2014 NASPA Annual Conference theme was Lead. Innovate. Transform. The 96th Annual Conference was held March 15-19 in Baltimore, Maryland, had record attendance of 5,838. Records were set even before the conference with 1,345 programs submitted and 1,109 people reviewing those submissions. The conference committee selected 546 of the programs to be presented at the conference.

The Placement Exchange (TPE) also set records, interviewing 1,133 candidates for 738 positions. They had 12,436 interviews, which broke the previous record by nearly 900 interviews. Our Exhibit Hall was full with 315 representatives from 112 corporate and non-profit partners. We also launched the first Virtual Conference with 100 registrants.

Best-selling author Wes Moore was the opening speaker. He told the in-person and virtual attendees that it matters who students learn from and who they learn with. Moore shared his personal story growing up in Baltimore.

Moore's book *The Other Wes Moore*, describes how his path could have been the same as another man named Wes Moore who was convicted of murder and is serving a life sentence just 20 miles from Baltimore. His message to the 2014 NASPA Annual Conference attendees was that every child has potential, but is not always afforded an opportunity.

The NASPA Annual Conference hosted the following keynote speakers and panel during the event:

- Freeman A. Hrabowski, III, President, University of Maryland, Baltimore County
- The Future of Graduate Preparation Programs Panel, moderated by Larry Roper, Oregon State University, and Pat Whitely, University of Miami
- George Siemens, associate director, Technology Enhanced Knowledge Research Institute, Athabasca University
- Louis Soares, vice president for policy research and strategy, American Council on Education
- Jon Lovett, former speech writer for President Obama

More than 380 people attended the Awards Luncheon to honor NASPA's Annual Award recipients. The honorees are listed on page 12 of the Annual Report.

Nearly 30 NASPA volunteers went to Moveable Feast, a non-profit organization that provides nutritious meals and other services at no cost to Marylanders with cancer, HIV/AIDS, and other life-threatening conditions.

NASPA and Golden Key International Honour Society presented Health Care for the Homeless (HCH) with a \$2,500 check. HCH is Maryland's leading provider of comprehensive health services for men, women and children experiencing homelessness.

The Grad Prep and Communities Fair hosted more than 1,000 attendees throughout the evening. The event showcased 62 grad programs from around the country and 33 NASPA constituent groups. Dozens of prizes were given away including gifts from graduate institutions, \$500 worth of gift cards from local business, an iPad, and a free 2015 conference registration.

From the celebration of our many constituent groups at the NASPA Communities Fair on Monday evening to the Karaoke event on Tuesday evening, NASPA Annual Conference participants spent time learning about all that NASPA has to offer and connecting with their colleagues. Quality continuing education and one-to-one networking continue to be the main reasons our annual event is the largest and most successful student affairs conference in the profession.

PROFESSIONAL DEVELOPMENT CONTINUED

KNOWLEDGE COMMUNITY, DIVISIONS, & GROUPS PROGRAMMING

NASPA offered a significant number of online learning opportunities between July 2013 and June of 2014. Most were organized or sponsored by a Knowledge Community within NASPA. By far, the most popular online offering was the MOOC offered with Colorado State University. The series, Exploring the Student Affairs in Higher Education Profession, had 1,974 participants from 37 different countries. Other online programs included:

- Strategic Assessment Processes: Using Data to Bring More Money, Engagement, and Retention Series, offered with the Assessment, Evaluation, and Research KC on a three-part webinars series
- Beyond Binaries: Supporting Bisexual, Pansexual, Fluid, and Queer (BPFQ) Identified Students, sponsored by the Gay, Lesbian, Bisexual, and Transgender Knowledge Community
- Building an Assessment Culture on your Campus, partnered with the Assessment, Evaluation, and Research KC on a three-part webinars series
- A Synergistic Approach to Higher Education: Academic and Student Affairs, sponsored by the Student Affairs Partnering with Academic Affairs Knowledge Community
- Serving and Supporting Transracial Adoptees, sponsored by the MultiRacial Knowledge Community
- Building a Culture of Student Affairs Fundraising, sponsored by the Student Affairs Fundraising and External Relations Knowledge Community
- Making the Most of Conference Presentations, sponsored by the Technology Knowledge Community
- The State of the African American Professional, sponsored by the African American Knowledge Community
- Beyond the ADA: Inclusive Policy and Practice for Students with Disabilities in Higher Education, sponsored by the Disabilities Knowledge Community

- Understanding Campus Obligations for Student-to-Student Sexual Harassment, a webinar in partnership with the Research and Policy Institute
- NASPA Community Colleges Online Learning Series, hosted by the Community Colleges Division continues
- Investing in our Future, a 10-part webinar series put on by NASPA for undergraduate and graduate members

INTERNATIONAL EXCHANGE

NASPA currently has seven International Exchange Agreements with sister organizations worldwide. Between July 2013 and June of 2014, NASPA organized four outbound exchanges to the United Kingdom, Ireland, Mexico, and Germany. U.S. institutions hosted a delegation from Australia and New Zealand in March of 2014.

BACCHUS


The BACCHUS Network, a university and community-based network focusing on comprehensive health and safety initiatives, became part of NASPA in January 1, 2014.

Bringing BACCHUS programs and services under the NASPA umbrella expands our combined offerings in the health and safety area, while also strengthening both BACCHUS' core focus on peer education and NASPA's opportunities for undergraduate students.

BACCHUS core programs include both alcohol and tobacco policy training, as well as implementation of state-run grant programs in both Colorado and Montana on these topics. Additionally, BACCHUS runs the Certified Peer Educator Program (CPE), a student leadership and engagement training with a 12-hour curriculum built around preparing students to have conversations with peers about health and safety. The CPE training program can be self-facilitated; however, several campuses request training from a national staff member. Between January and June of 2014, the BACCHUS Initiatives conducted trainings at six different institutions.

REGIONAL PROGRAMS

REGION I

-  Asian Pacific Islander KC (APIKC) Drive In, Boston, MA
• 11 participants

-  Region I Annual Conference, Rockport, ME
• 453 participants
-  Student Affairs Leaders of Tomorrow (SALT) Conference, Rockport, ME
• 68 participant

REGIONAL PROGRAMS CONTINUED



-  Men and Masculinities KC (MMKC) Drive In, Biddeford, ME
• 22 participants
-  New Professionals Mentoring Institute, Middletown, CT; Cambridge, MA; Fitchburg, MA; Bristol, RI
• 16 participants
-  Annual "Hot Topics" Drive In, Portsmouth, RI
• 30 participants
-  Mid-Level Institute, Haverhill, MA; Burlington, VT; Groton, CT; Plymouth, NH
• 19 participants
-  Asian Pacific Islander, African American, and Latino/a KC (Multi KC) Drive In, Worcester, MA
• 410 participants
-  Women's Leadership Institute, December 3 - 6, 2013, Ritz Carlton, Amelia Island, Florida
• 136 participants including 20 NASPA members

REGION II


-  Careers in Student Affairs Conference, Pittsburgh, PA; New York City, NY; Baltimore, MD
• 314 participants
-  Region II Annual Conference, Atlantic City, NJ
• 247 participants
-  Mid-Manager's Institute, Albany, NY
• 41 participants

REGION III


-  Florida Drive In, Orlando, FL
• 380 participants
-  Florida Undergraduate Symposium, Orlando, FL
• 69 participants
-  Kentucky Drive In, Louisville, KY
• 68 participants
-  Alabama Drive In, Birmingham, AL
• 130 participants
-  NASPA and SACSA New Professionals Institute, Huntsville, AL
• 72 participants

-  Region III Annual Summer Symposium, Lake Buena Vista, FL
• 143 participants
-  NASPA and SACSA Mid-Manager's Institute, Fort Worth, TX
• 55 participants






REGION IV-EAST

-  Region IV-E Annual Conference, Skokie, IL
• 493 participants



REGION IV-WEST

-  Region IV-W Annual Conference, Hot Springs, AR
• 384 participants

REGION V

-  Utah State Conference, Ogden, UT
• 251 participants
-  Western Regional Conference, Salt Lake City, UT
• 567 participants
-  Chief Student Affairs Officers (CSAO) Retreat, Portland, OR
• 33 participants
-  Power of One Conference, Salt Lake City, UT
• 165 participants
-  Peer Coaching program, hosted virtually
• 5 participants

REGION VI

-  International Education KC (IEKC) Drive In, Los Angeles, CA
-  Southern California Drive In, Orange, CA
• 83 participants
-  Northern California Drive In, Berkeley, CA
• 91 participants
-  Kentucky Drive In, Louisville, KY
• 68 participants

ADVOCACY

RESEARCH AND POLICY INSTITUTE

RPI accepted an invitation to participate in the White House initiative to address the mental health issues of college students. NASPA has established itself as the expert on a wide range of issues that affect college student success. In addition, NASPA was included in the negotiated rulemaking for the implementation of the Violence Against Women Act (VAWA).

LEAD INITIATIVE

2013-2014 was the second year of the NASPA Lead Initiative, which recognizes a network of postsecondary institutions for their commitment to civic learning and democratic engagement. The initiative grew to 73 institutions and has a new conceptual model of cohorts. These cohorts facilitate more robust peer-to-peer sharing, networking, and communication around this critical topic

for student affairs and higher education. Cohorts meet quarterly through a virtual platform and will meet in person at the NASPA Annual Conference and NASPA Civic Learning and Democratic Engagement meeting.

Lead Institutions participated in the first Lead Initiative survey launched in February 2014. This survey was the first systematic approach to understand how student affairs divisions structure their civic learning and democratic engagement initiatives, programmatic offerings, and provide information about assessment.

In April, NASPA announced its joint partnership with the American Association of State Colleges and Universities (AASCU) and TurboVote. Made possible with funding from the Rita Allen Foundation, both NASPA and AASCU member institutions had access to grant funding that could facilitate voter registration and civic engagement on campus.

LEADERSHIP

The volunteer leaders of NASPA are truly what make the NASPA experience valuable to our members. We allow members to tailor their NASPA experience to their location, professional level, and interests. We call these Constituent Groups. Each Region, Knowledge Community, Division, and Group has a leadership team that guides programming and discussion pertaining to each area.

REGIONS

NASPA has seven regions that represent 50 states, 25 countries, and 8 U.S. territories. The NASPA staff worked diligently with the regional leadership to provide logistic, financial, and registration support for 41 workshops this year.

KNOWLEDGE COMMUNITIES

NASPA has 28 Knowledge Communities (KCs). The KC program continues to grow with the addition of a new KC: Socioeconomic and Class Issues in Higher Education Knowledge Community was approved by the Board in December 2013. Clare Cady, Oregon State University, will serve as the KC's founding chair. Two KCs underwent Board-approved name changes. Gay, Lesbian, Bisexual and Transgender Issues is now Gay, Lesbian, Bisexual, and Transgender – removing the word issues from the title; Health in Higher Education is now the Wellness and Health Promotion Knowledge Community. They also issued two publications: *Excellence in Practice: A Knowledge Communities Publication* (Fall, 2013) and *Lead. Innovate. Transform: The Annual Knowledge Community Conference Publication* (Spring, 2014).

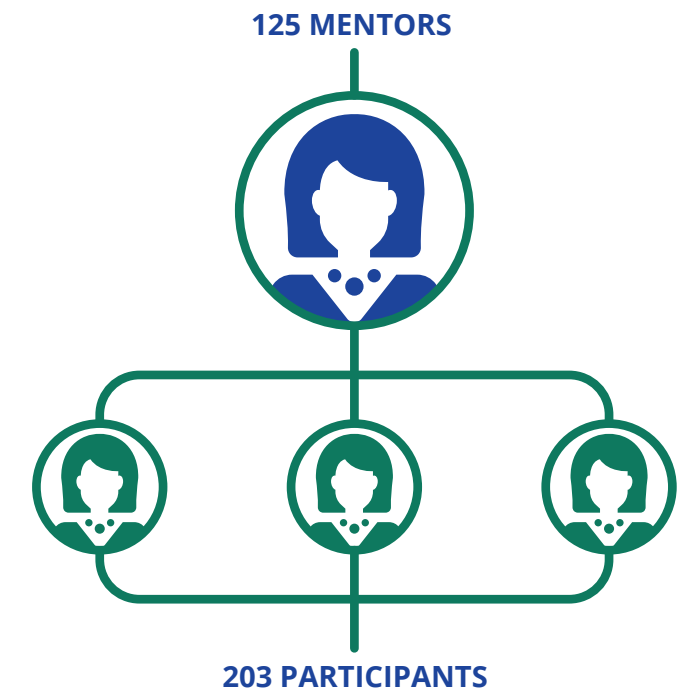
DIVISIONS AND GROUPS

NASPA has 13 Divisions and Groups, each addressing a specific professional level, focus area, or institutional type. These Divisions and Groups provide leadership and guidance for NASPA in their area; below are some key events and initiatives for the past year:

Division and Group by Focus Areas

The **Center for Women** examines issues relevant to women in higher education and hosts a variety of professional development opportunities. The Center hosted Candid Conversations during the 2014 NASPA Annual Conference. Senior women leaders provided one-

The Center for Women hosted Candid Conversations during the 2014 NASPA Annual Conference



on-one, confidential mentoring sessions. One-hundred twenty-five mentors signed up to provide mentoring to 203 participants.

Enough is Enough is a leading source in higher education for promoting peace and reducing violence. Through the Enough is Enough campaign April 7-11, 2014, the constituent group offered resources and support for campuses across the country to host various events for the week. The campaign encourages campuses and communities to work together in developing comprehensive, intentional, and systematic violence prevention initiatives.

The **Professional Standards Division** focuses on the promotion and advocacy of professional standards, ethics, and student affairs competencies for the association. The seven regional representatives of the division provided leadership in implementing the Professional Competencies for Student Affairs Practitioners at each regional conference, as well as increasing awareness of the competencies.

The **Public Policy Division** was established to support the association's strategic goals and objectives to



An 2014 Annual Conference attendee checks out the latest publications in the NASPA Bookstore.



NASPA offers members a wide-variety of ways to engage.

The Public Policy Agenda NASPA's Public Policy Agenda is grounded in a commitment to opportunity for the nation's students and a belief that higher education is of great individual and societal benefit. NASPA members and staff will direct efforts toward the following key public policy issue areas:

STUDENT SUCCESS AND COLLEGE COMPLETION

NASPA is committed to supporting public and institutional policies that seek to expand access to high-quality postsecondary education, and that ensure campus cultures are committed to demonstrating learning and personal development.

ISSUES RELATED TO UNDOCUMENTED STUDENTS

NASPA is committed to providing educational programs and services to help members navigate the undocumented student policy landscape; to supporting individuals interested in becoming involved in advocacy work on their campuses; and to educating student leaders and others on how to engage community, state, and national policy dialogues related to undocumented students.

COST OF AND FUNDING FOR HIGHER EDUCATION, INCLUDING RELATED ACCOUNTABILITY EFFORTS

NASPA is committed to efforts that influence policies designed to increase affordability for students; to making constructive contributions to discussions about measures of accountability to ensure relevancy and transparency for students and institutional leaders; and to tracking the design of effective pathways to postsecondary degrees, with particular emphasis on the role of online education providers and community colleges. In all areas, NASPA supports cost-conscious approaches to funding and budgeting that maintain a focus on student learning and impactful student supports.

STUDENT SAFETY AND WELLNESS

NASPA is committed to providing student affairs professionals with resources and educational programs that support and promote student safety and wellness. Student affairs professionals play a central role in ensuring that students experience campus environments that are inclusive, safe and supportive of wellness. NASPA, in turn, plays an important role in advocacy for student safety and wellness in public policy arenas, and also in helping student affairs professionals navigate compliance with related legislation, regulations, and governmental guidance.

LEADERSHIP CONTINUED

provide leadership in higher education through policy development and advocacy for students on important national issues. Over the past year, the division invited all NASPA members to contribute to the formation of the Public Policy Agenda.

Divisions and Groups by Professional Level

NASPA established the **AVP Steering Committee** to ensure AVP-relevant programs are offered during regional and national events. The Steering Committee led the submission of two program proposals for the 2014 NASPA Annual Conference: a pre-conference workshop and a roundtable session. During conference, the Committee hosted its first open business meeting to share information with AVPs and to invite input about the committee's direction and activities.

The **James E. Scott Academy** provides innovative, rigorous, and high-quality experiential learning and professional growth opportunities of chief student affairs officers. In July, 2013, the Academy sponsored the 27th Richard F. Stevens Institute, which was held in Dana Point, California. The revamped institute focused on two themes: entrepreneurship and leading change. In October 2013, the Academy sponsored another of its signature initiatives, the NASPA Institute for New Chief Student Affairs Officers in Washington, D.C.

Opportunities for faculty and aspiring members of the faculty include the **Faculty Council, Faculty Assembly, and Faculty Fellows**. The Faculty Council and Assembly sponsored and co-sponsored a number of events at

the 2014 NASPA Annual Conference including a pre-conference workshop on crafting an academic career. The Council is also planning process of planning to launch a faculty mentoring program in 2014 which matches new faculty with seasoned mentors with similar research interests. The Faculty Fellows also sponsored and co-sponsored a number of programs at the 2014 NASPA Annual Conference including talks on transforming practice into research and emerging scholarship.

The NASPA **Graduate Associate Program (GAP)** is an initiative to increase leadership opportunities of graduate students within NASPA. Seventy-eight campuses were represented by student leaders, who created 216 programs throughout the year.

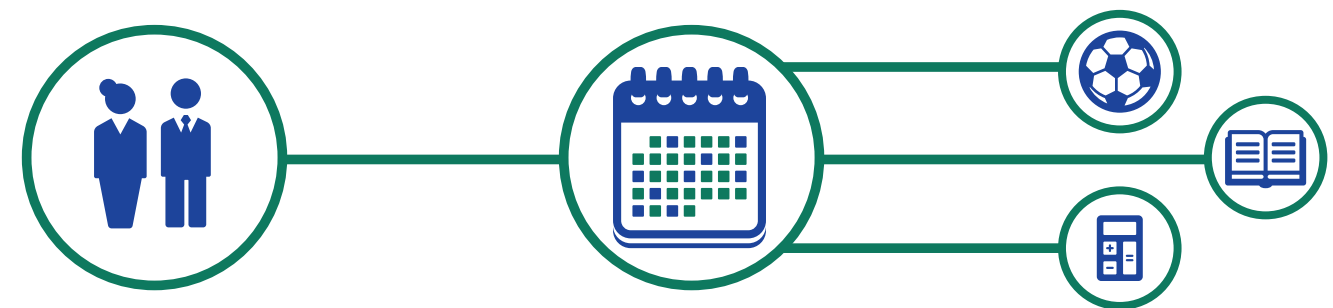
The **NASPA Undergraduate Fellows Program (NUFP)** grew in the 2013-2014 academic year, adding 41 fellows for a total of 527. The students represent a diverse cohort from different ethnic and socioeconomic backgrounds, and sexual orientations.

Divisions and Groups by Institution Type

The **Community Colleges Division** represents practitioners at community colleges throughout the world. The Division continues to hold the NASPA Community College Online Series and held the Community College Institute at the 2014 NASPA Annual Conference.

The NASPA **International Advisory Board** coordinates efforts among all global programs and services of NASPA and fosters collaboration with sister associations,

The NASPA Graduate Associate Program (GAP) is an initiative to increase leadership opportunities of graduate students within NASPA.



SEVENTY-EIGHT CAMPUSES WERE REPRESENTED BY STUDENT LEADERS, WHO CREATED 216 PROGRAMS THROUGHOUT THE YEAR.

LEADERSHIP CONTINUED

external constituents, and global partners. The NASPA International Symposium is the Board's marquee event held just prior to the NASPA Annual Conference for the last 19 years.

The **Small Colleges and Universities Division** ensures NASPA's programmatic and policy directions appropriately respond to small institutions – defined as those enrolling less than 5,000 students – and their unique needs. For the ninth time in their 16-year history, the Division organized the 2014 Small Colleges and Universities Institute. This year, it focused on shifts in higher education, civic learning and democratic engagement, changing student demographics, and managing critical incidents. The Division also hosted a dial-in conference on Supervising Athletics: Don't Drop the Ball. During the Annual Conference, the Division hosted a pre-conference workshop for mid-level professionals.



NASPA ANNUAL AWARDS

Each year, leaders in higher education and student affairs are recognized through NASPA's awards programs. NASPA members are encouraged to nominate outstanding colleagues and stellar programs at the global, national, and regional levels for consideration as an award recipient in a NASPA award program.

The 2014 NASPA Annual Award recipients are:

The President's Award:
Renu Khator, University of Houston

Outstanding Contribution to Higher Education Award:

Jamie Merisotis, Lumina Foundation
Linda Kuk, Colorado State University

Scott Goodnight Award for Outstanding Performance as a Dean:

Karin Edwards, Three Rivers Community College
Raymond Heath, Marywood College

Fred Turner Award for Outstanding Service to NASPA:

Susan Batchelor Adams, Texas Christian University

Robert H. Shaffer Award for Academic Excellence as a Graduate Faculty Member:

Marilyn Amey, Michigan State University

George D. Kuh Outstanding Contribution to Literature and/or Research:

Samuel Museus, University of Denver

Mid-level Student Affairs Professional:

Stacey Ackerlind, University of Utah

Zenobia Hikes Memorial Award:

Marsha Guenzler-Stevens, University of Maryland – College Park

The NASPA Excellence Awards cover nine categories crucial to the success of students and the continued growth of the student affairs profession. The Excellence Awards recognize a wide range of student affairs professionals and programs from around the world.

The Grand Gold, Silver, and Bronze recipients are:

Grand Gold

(Student Health, Wellness, Counseling, and related)
Choose OneLess
Bentley University, Region I

Grand Silver

(Athletics, Recreation, Physical Fitness, Non-Varsity Sports, and related)
Disability Resources and Sports Medicine: A Collaborative Model for Best Practices in Concussion, Management in Community College Athletics
Santa Rosa Junior College, Region VI

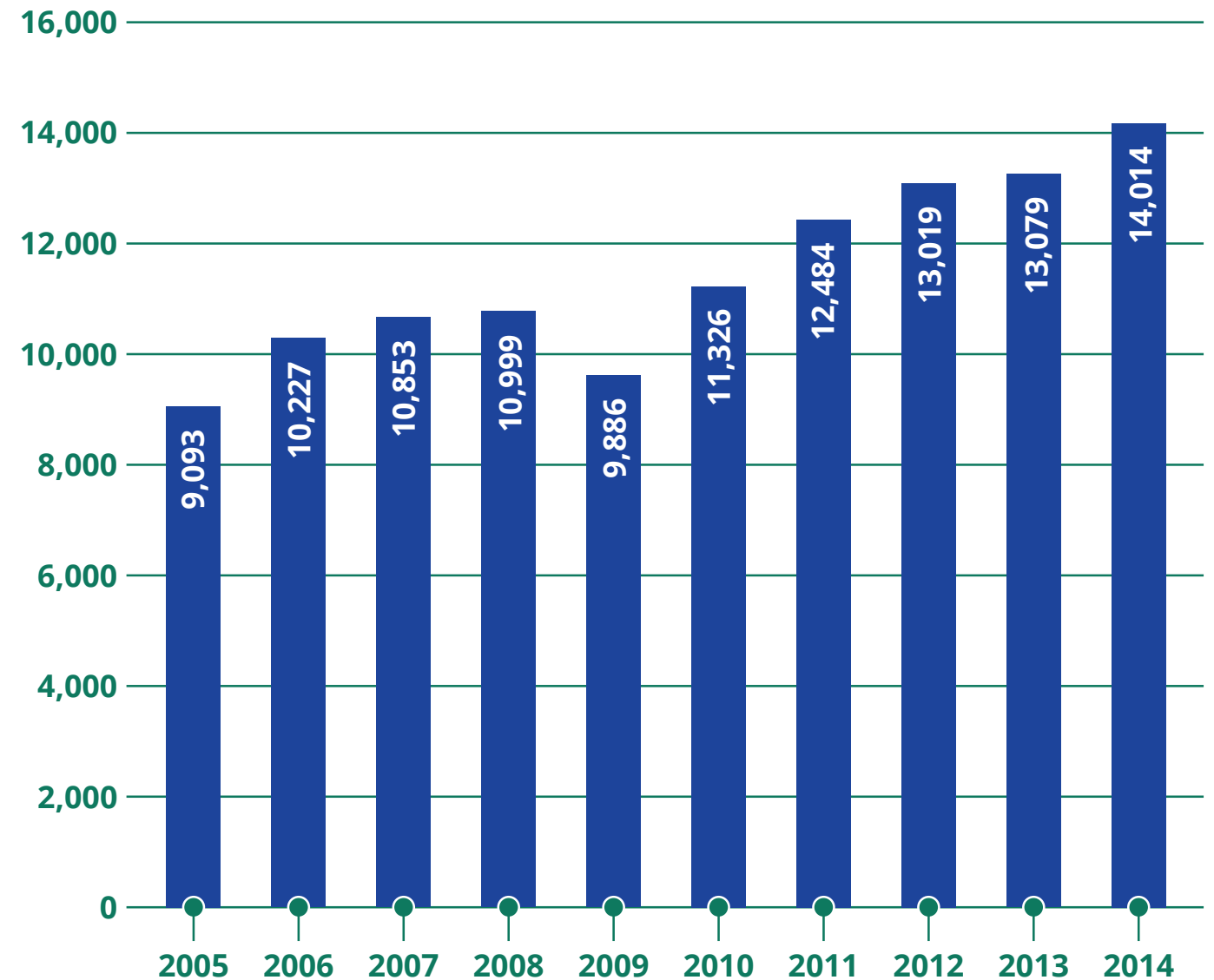
Grand Bronze

(Student Union, Student Activities, Greek Life, Leadership, and related)
Student Leadership Development Program
The College at Brockport, Region II

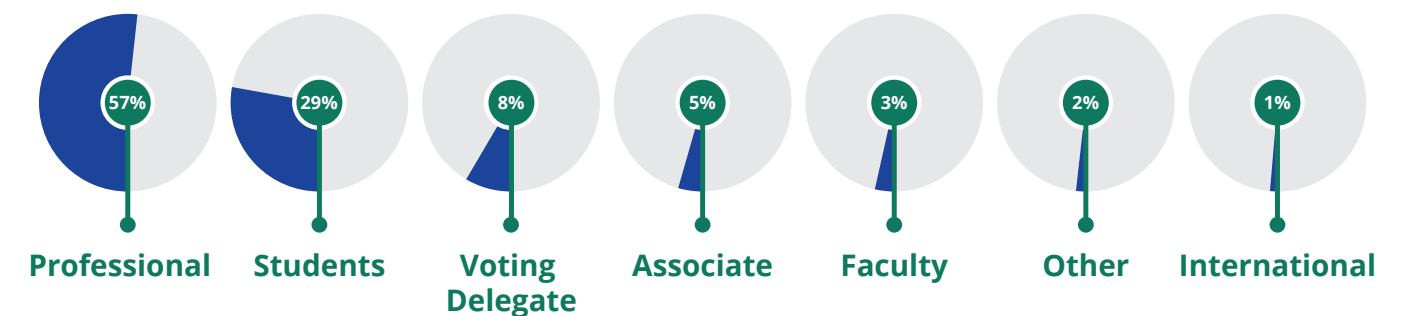
For a listing all other Excellence Award recipients, visit the NASPA Excellence Awards website. In addition, NASPA's Regions, Knowledge Communities, Divisions, and Groups, and the NASPA Foundation confer awards. Criteria and past winners can be found on the awards web pages.

MEMBERSHIP

NASPA MEMBERSHIP 2005-2014



NASPA MEMBERSHIP CATEGORIES



PARTNERSHIPS

360 PROOF – A NASPA AND NCAA DIVISION III COLLABORATIVE

The NASPA Small Colleges & Universities Division and NCAA Division III have partnered to create 360 Proof, an online alcohol abuse prevention initiative that is free to NASPA Small Colleges & Universities members and NCAA Division III members. There are 100 institutions currently piloting the program that is in its second year. Information regarding the program can be found at <http://www.360proof.org/>.

CU THRIVE

NASPA continues to partner with LifeAdvantages in an online health and wellness program which supplements the campus-based work of professionals within the health and counseling departments at colleges and universities. CU Thrive creates a customized online community providing the knowledge, skills, and connections that students need to cope with daily life issues.

NASPA INTERIM EXECUTIVE PLACEMENT SERVICES

NASPA and Keeling & Associates, LLC partner on the NASPA Interim Executive Placement Services program which assists campuses in placing interim administrators in open positions within their institution. The IEPS program placed 8 interim administrators in 2013 – 2014.

JUST IN CASE

NASPA and eReadia, Inc. are working together in promoting a suicide prevention app which is customizable to individual campuses. This initiative connects to our focus on wellness, mental health. There are over 25 campuses throughout the country using the Just In Case app.



Author Wes Moore greets NASPA members at the 2014 NASPA Annual Conference.

FINANCIALS

INDEPENDENT AUDITOR'S REPORT

**To the Board of Directors
National Association of Student Personnel Administrators, Inc.
Washington, D.C.**

We have audited the accompanying financial statements of the National Association of Student Personnel Administrators, Inc. (the Association), which comprise the statement of financial position as of June 30, 2014, and the related statements of activities and change in net assets and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Association as of June 30, 2014, and the change in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Summarized Comparative Information

We have previously audited the Association's 2013 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated December 3, 2013. In our opinion, the summarized comparative information presented herein as of and for the year ended June 30, 2013, is consistent, in all material respects, with the audited financial statements from which it has been derived.

January 27, 2015

FINANCIALS CONTINUED

NATIONAL ASSOCIATION OF STUDENT PERSONNEL ADMINISTRATORS, INC.

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS FOR THE YEAR ENDED JUNE 30, 2014
WITH SUMMARIZED FINANCIAL INFORMATION FOR 2013

REVENUE	2014			2013
	Unrestricted	Temporarily Restricted	Total	Total
Annual Conference	\$ 2,543,265	\$ -	\$ 2,543,265	\$ 2,128,815
Leadership/Membership support	2,704,968	-	2,704,968	2,107,650
Workshops and institutes	1,318,463	-	1,318,463	795,583
Placement exchange	633,422	-	633,422	561,774
Publications	324,023	-	324,023	223,422
Interest and dividends (Note 2)	89,382	-	89,382	168,875
Regions	952,295	-	952,295	981,270
Other revenue	187,795	-	187,795	26,183
Total revenue	8,753,613	-	8,753,613	6,993,572
EXPENSES				
Program Services:				
Annual Conference	1,263,054	-	1,263,054	1,361,076
Leadership/Membership support	2,548,939	-	2,548,939	1,129,277
Workshops and institutes	1,215,396	-	1,215,396	622,933
Placement exchange	596,138	-	596,138	366,950
Publications	562,253	-	562,253	514,305
Regions	927,587	-	927,587	983,617
Total program services	7,113,367	-	7,113,367	4,978,158
Supporting Services:				
Management and General	1,103,373	-	1,103,373	1,330,092
NASPA Foundation Support (Note 9)	162,347	-	162,347	108,006
NASPA Regions Support (Note 11)	310,473	-	310,473	231,643
Total supporting services	1,576,193	-	1,576,193	1,669,741
Total expenses	8,689,560	-	8,689,560	647,899
Change in net assets before other items	64,053	-	64,053	345,673
OTHER ITEMS				
Net assets contributed by BACCHUS (Note 12)	552,111	-	552,111	-
Net appreciation of investments (Note 2)	564,711	-	564,711	316,677
Investment management fees (Note 2)	(25,856)	-	(25,856)	(41,805)
Change in net assets	1,155,019	-	1,155,019	620,545
Net assets at beginning of year	7,410,512	1,922	7,412,434	6,791,889
NET ASSETS AT END OF YEAR	8,565,531	1,922	8,567,453	7,412,434

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