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NASPA IV-E Regional Director
Report for the July 2017 Board of Directors Meeting
Submitted June 23, 2017

NASPA Board Action Items

None at this time

Leadership & Member Engagement

Regional Director – Julie Payne-Kirchmeier

The Regional Advisory Board Executive Committee held three monthly calls via Zoom platform and two in-person meetings (meeting at the Annual Conference in San Antonio, and meeting in Detroit, MI, at the site of our 2017 IV-E Annual Conference and in conjunction with the 2017 Conference Planning Committee). The dates are as follows:

Regional Advisory Board Meetings		
Executive Committee Board Meeting/ Annual Conference	March 12, 2017 (EC Meeting) March 13, 2017 (Business Mtg)	San Antonio, Texas Grand Hyatt and Convention Center
Monthly Conference Call	March 31, 2017	Zoom
Monthly Conference Call	April 21, 2017	Zoom
Monthly Conference Call	May 26, 2017	Zoom
Summer Business Meeting/Joint Conference Committee Meeting	June 8-9, 2017	Detroit, Michigan; Renaissance Center

During the summer meeting the goals for IV-E were reviewed, and draft categories of adjusted goals for 2017-2019 were developed. A full discussion of these goals will be conducted in our upcoming July 28 conference call. The board also reviewed the Knowledge Community Task

Force report and provided feedback on the recommendations. This feedback was emailed to the NASPA KC leadership on June 13, 2017.

Past Regional Director – Kimberlie L. Goldsberry

Cultivation conversations for potential Regional Director candidates for 2019-2021 are beginning, as elections will occur this fall/winter. Kimberlie continues to support the current region director, and other board members, with key questions/information for context as needed.

Communications Team – Nikki Dunham (Communications Coordinator) and Christopher Lewis (Social Media Coordinator)

The Communications Team developed a full Communications strategy for NASPA IV-E, to include a restructure of the team itself. Some accomplishments:

- Increased Twitter engagement by 338.29% since March 2017, with 3282 followers (up from 1531 the previous year)
- Increased Facebook engagement by 152% since March 2017, with 1106 followers, (up from 931 the previous year)
- Created IV-E Instagram account, with 71 followers and 31 posts to date.
- More intentional collaboration is occurring between the IV-E Communications team, and the Regional Conference communication team. These collaborations include:
 - Developed detailed plan for social media and email communication.
 - Granted access to regional Twitter, Facebook and Instagram accounts to streamline social media communication.
- Created regional email address: region4e@naspa.org to streamline communication

Regular communications each Thursday are being coordinated via a new request form, and sent out by the team to the full membership.

Treasurer – Matt Aschenbrenner

The Summer Regional Advisory Board Business Meeting and Conference Committee Meeting expenses should clear by early July 2017. Board members are to submit their 2017-2018 budget requests by July 9, for approval during the July 28, 2017, board call. NASPA IV-E also still awaits the financials for the close out of the 2016 joint conference with NASPA IV-W.

Foundation Ambassadors – Niki Rudolph and Sidney Childs

Our newest Ambassador, Niki Rudolph, as undergone training and both she and Sidney Childs are participating in regular phone discussions with other ambassadors. The following is an update on the progress toward the IV-E Donor goals:

Progress toward Donor Goal	Donors	Donor Goal	Progress toward Dollar Goal	Dollars	Dollar Goal
95%	111	117	114%	\$28,379	\$24,848

The Foundation Ambassadors are looking to develop six more donors to reach the overall donor goal to earn Region IV-E a bonus.

Volunteer Coordinator – Jen Gonzales

Jen has attended Volunteer Central training, and created a NASPA Region IV-E Volunteer Central Request form to facilitate a streamlined, assessable strategy - <https://goo.gl/forms/goQXChYa0NpKcC2J3>. Promotion of NASPA IV-E regional conference occurred at the Canadian Association of college and University Student Services, including encouraging program submission from key programs at the CACUSS conference.

Development Coordinator – Mike Stang

Mike is working with the Conference development coordinator, and the former IV-E Development Coordinator, David Strauss, on learning his new role.

Faculty Council Representative – Amy French

Created Qualtrics survey to gauge interest in On-Demand Faculty Conversations series, and disseminated survey and On-Demand Faculty Conversations series information via email on May 22, 2017. Additional activities include:

- Responded to queries regarding Region IV-E research grants.
- Discussed awards and scholarships with IV-E Awards & Exemplary Programs Chair, Meg Haggerty. Conversation will continue through summer 2017.

Small College and Universities Division Representative – Jesse Grant

A listing of small college and universities in the region has been requested and received, and Jesse is reaching out to these institutions via email. Plans are currently in development to host a small colleges and universities meeting in each state/province in IV-E. Additionally, Jesse is identifying small college and university staff members in the region to help with blog posts requested by the division.

Community College Division Representative – Melissa Payne

CCD is considering ways to increase community college representation at regional and national conferences. We are brainstorming approaches to make it less intimidating to present and connect with colleagues.

Public Policy Division Representative – Scott Peska

The proposed PPD agenda was sent to the Region IV-E board for review and feedback. Scott has participated in three monthly PPD conference calls, and submitted a conference proposal for the IV-E Annual Conference for the PPD update on federal and state legislation and trends.

Professional Standards Representative – Danita Brown Young

No report at this time. Dr. Brown Young has quite recently informed the IV-E Regional Director that, due to her recent appointment as VPSA for the University of Illinois, she will need to resign her position. IV-E will begin working with John Hoffman, chair of the Professional Standards Division, to identify a new IV-E Representative.

Awards and Exemplary Programs – Meg Haggerty

All Regional Award and Exemplary Programs have been updated for congruency in names/criteria/process to overall NASPA award process. The timeline for award nominations will be June 30 – July 28, 2017, with an additional 1-week window in early August identified as an extension timeframe should that be needed.

Additionally, IV-E has expanded the mid-level professional, new professional, graduate student rising star, and undergraduate student rising star to have a recipient from each state/province in our region. Currently we are in the process of recruiting Awards and Exemplary Programs' reviewers for a selection committee.

Membership Coordinator – Josh Hengemuhle

- Membership in the region is currently at 2,493
- Working with state & province coordinators to encourage membership to complete online profiles in NASPA website. Accuracy of this information is essential for reporting functions of the new website to be effective
- Working to finalize the appointment of Ohio state coordinator. Once confirmed, all states and provinces in region will have a coordinator.
- Coordinator is redeveloping email script for state and province coordinators for regular communication.

Graduate Student Representative – Tom Fritz

Tom is working in conjunction with the SALT (Student Affairs Leaders of Tomorrow) coordinators to help advertise the SALT program at the IV-E Conference, and to share information about graduate studies programs in Student Affairs.

SSAO Representative – Michael Anthony

Michael has sent an introductory message to Region IV-E SSAOs, outlining the role of the SSAO Representative. Michael is also working with Kimberlie Goldsberry, Past Regional Director, on the SSAO Institute for this fall.

Knowledge Community Co-Coordinators – Andrew Pollum and Jaymee Lewis-Flenaugh

KC Co-Coordinator Engagement

KC Representative position recruitment: There are continued efforts to fill vacant positions by reaching out to KC National Chairs, Regional Advisory Board members, and regional

membership. Marketing and email communications have been created and/or enhanced to increase visibility of vacant positions. The following KC Representative positions are currently vacant and/or in recruitment:

- Alcohol and Other Drugs
- Men and Masculinities
- Student Wellness and Health Promotions
- Campus Safety and Violence Prevention
- Sustainability
- Student Leadership Programs
- Disability Concerns
- Administrators in Graduate and Professional Student Services

Co-Coordinator have scheduled one on one meetings in support of all KC Representatives during the month of June. Meetings have been established to develop further affinity to region, target KC-specific questions, and create space to connect individually with region representatives.

Knowledge Communities	KC Representatives	Leadership & Member Engagement
Adult Learners and Students with Children	Jose Marroquin	Quarterly Open call to KC and NASPA members
African American Concerns	Janelle Love	Working with National KC to develop leadership team comprised of state delegates.
Asian and Pacific Islander Concerns	Jeffrey Tsang; Mylinh Hoang	Hosted socials in every state/province for APIDAHM
Civic Learning and Democratic Engagement	Lorrie Brown	Created position description and recruited for a leadership team of CLDE State Representatives Out of 8 states/provinces, 3 members are confirmed (IL, MI, IA) and two are tentative (MN, IN).
Fraternity & Sorority	Kristen Kardas	KC hosted VPSA/Interfraternal Partners as a pre-conference to NASPA Annual Conference Coordinated Interfraternal Cookies and Conversation Reception at Annual Conference

International Education	Shelley Price-Williams	Continue to represent Region in national KC meetings. Was not able to attend Annual Conference.
Latinx	Tabatha Cruz	<ul style="list-style-type: none"> • Hosted a Happy Hour Meet-Up in Chicago at State Restaurant in February 2017 Hosted Café con Colegas at the NASPA National Conference • Supported member Juan Guardia during his SA Speaks IV-E leadership team member • Maria Genao-Homs received the LKC Outstanding Mid-Level Professional Award • Leadership team members Nancy Camarillo and Gilbert Valencia hosted the presentation “Am I Sapro Enough? Navigating Socialization as a Graduate Student of Color in the Job Search” at the NASPA National Conference • Leadership team member Adele Lozano presented “Breaking the Black/White Binary: La Lucha in Student Affairs” at the NASPA National Conference • Leadership team members Joseph Saucedo and Maria Genao-Homs presented “Overcoming the Imposter Syndrome: Recognizing the (Im)possibilities Within Yourself” at the NASPA National Conference
Multiracial	Heather Browning & Danielle Martinez	Facilitated monthly phone/video calls to discuss intersections of multiracial and transracial adoptee identity with pop culture representation and depiction and how it relates to personal identity and student affairs.

New Professionals & Graduate Students	Jasmin Robinson	Created weekly posts highlighting the benefits of being a NASPA member titled #MembershipMonday Created weekly posts in FB group to engage KC on topics around Student Affairs
Socioeconomic & Class Issues in Higher Education	Karla Talley	Hosted social at Dave & Busters during the National Conference that had a great turn out. Gained member interest and are close to official confirmation of Region IV-W representative.
Technology	Courtney Jarrett	New Compendium (We NEED submissions!) Member engagement survey being generated & getting ready to release soon
Veterans	Stephen Peppers & Mike Kirchner	Introductions of VKC Reps and groups leaders and member spotlights. Seek feedback from NASPA/VKC members to assist with future training.
Women in Student Affairs	Eboni Turnbow	New appointment

Professional Development & Events

Faculty Council Representative

Scheduling for the 2017-2018 professional development faculty webinars is in process. A schedule will be proposed by August 1, 2017.

2017 IV-E Conference

November 12 – 14, 2017 – Renaissance Center, Detroit Michigan

- Call for Programs and Registration closed on June 16, 2017
- Registration is live; regular registration ends October 20, 2017; Late Registration begins October 21, 2017.
 - Current number of registrants – 22
- Conference schedule set, with an adjustment for the conference to begin with two educational sessions.

- Opening Keynote will occur off-site at the Charles H. Wright African American Museum
- Two Keynote Speakers confirmed:
 - James Moore III, The Ohio State University
 - Susan Borrego, The University of Michigan – Flint
- Excursion Trip planned for conference attendees to travel to Ontario, Canada
- Five pre-conferences are set – Women in Student Affairs, Men of Color, Directors, Community Colleges, and Title IX Policies
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2018 IV-E Conference – Nikki Letawsky Shultz and Renee Piquette Dowdy

November 10-13, 2018 (tentative – to be finalized based on availability)

- Co-chairs for the 2018 IV-E Conference have been identified.
- Lead sheet has been prepared and are working with Experient to identify a location for the 2018 conference.
- Target areas are Milwaukee, WI, or Madison, WI, to align with NASPA’s Centennial Celebration, as NASPA began in Wisconsin.

WISA Drive In Conference

Friday, June 2, 2017 | East Lansing, Michigan | Michigan State University

- 85 registered as of 6/1/17; 95 total attendees by 6/2/17
- Description of Program – bullets
- 12 program sessions
- Keynote Speaker - Dr. Danita Brown Young, Vice Provost for Student Affairs and Dean of Students - University of Minnesota
 - The 2017 Marlene Kowalski-Braun Award for Service to Women in Student Affairs was awarded to Dr. Danita Brown Young.

Knowledge Community Professional Development Activities

This table highlights the work that our Regional KC’s and reps have been doing beginning with notes from the National Conference in San Antonio, TX. If a KC is not included in this table it is because (1) the KC Rep position is currently vacant, or (2) the KC Rep failed to submit appropriate updates. Both of those situations the Region IV-East KC Co-Coordinator are working to address.

Knowledge Communities	KC Representatives	Professional Development & Events
Adult Learners and Students with Children	Jose Marroquin	Creating an online module about how to work with Adult Learners. The hope is to offer the modules to any interested party
African American Concerns		Would like to host drive-in conference that focuses on the personal and professional

	Janelle Love	needs of African-American administrators within our region.
Latinx	Tabatha Cruz	Encourage membership to submit proposals for the Regional Conference on Latinx/a/o/ student success Would like to host an in-person meeting for the leadership team at the Regional Conference
Multiracial	Heather Browning & Danielle Martinez	Participated in planning and implementing KC specific programming (e.g. Pop up museum, Featured Speaker) during the NASPA Annual Conference. Tabled at KC fair, presented KC session, and hosted reception at the Regional WE conference.
New Professionals & Graduate Students	Jasmin Robinson	Added a Master Class Coordinator to our leadership team Planning to host a KC meetup at NASPA IV East regional conference Posts ongoing articles in FB group impacting Student Affairs and Higher Education
Socioeconomic & Class Issues in Higher Education	Karla Talley	KC sponsored 3 sessions at National Conference Planning to submit proposal for regional conference in Detroit for November 2017 and potentially for national as well KC is going to kickoff podcasts soon and I'm hoping to be the coordinator of at least 1
Technology	Courtney Jarrett	Working on ideas for the Regional Conference in November
Veterans	Stephen Peppers & Mike Kirchner	Publish quarterly blogs and seek feedback to assist with the development of future training Develop training pertinent to higher education administrators serving veterans Publish and promote student veteran-related research Host bi-annual webinars on veterans issues

Fraternity & Sorority	Kristen Kardas	<p>KC hosting in-person meeting in mid-June at Texas Christian University for leadership team, will be looking to develop KC-specific awards and recognition program</p> <p>KC sponsored 3 programs at annual conference, looking to submit for regional conferences</p>
Women in Student Affairs	Eboni Turnbow	<p>WISA Drive-In Conference</p> <p>June 2, 2017 @MSU</p>