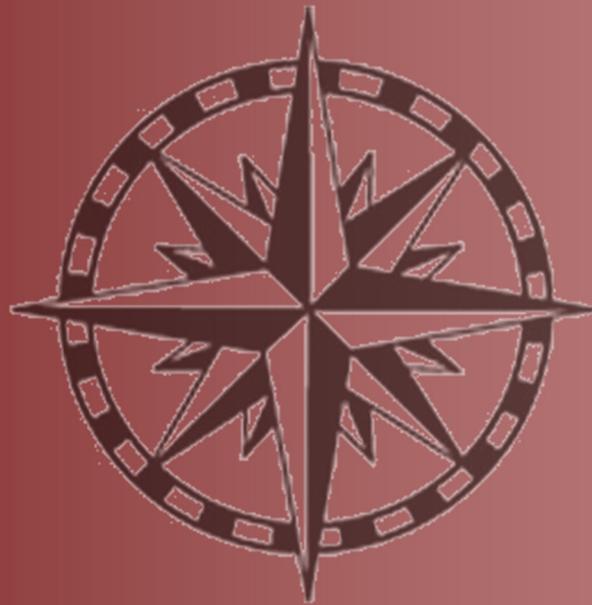


THE
NAVIGATOR



Issue #3
May 2016

From the President's Desk



Hello NEACUHO!

I hope you have had a wonderful spring semester and are looking forward to the summer break. This year has been incredibly busy as committees and task forces worked to address several needs that were identified in the Strategic Plan or by the organization's membership. Those needs are:

- The development of a communication plan for the organization to utilize to ensure members have the information they need in an effective and timely manner.
- The review of the current Corporate Affiliate Plan and the creation of a new plan if deemed necessary to ensure the financial stability of the organization in the future.
- The review of the organization's annual events and offerings to ensure the current slate of programs is meeting the needs of all members. This included a comprehensive review of the Annual Conference.
- The review of how the organization is currently meeting the needs of para-professionals within the region and the development of new programs that could further support para-professional development.
- The development of assessment practices to be used by the organization each year.
- The exploration of a name change for the Social Issues Committee to ensure the committee name accurately reflects the work done each year.
- The review and updating of the organization's website including the exploration of features not used in the past but which could benefit the membership.
- The review and possible inclusion of language in the constitution and bylaws limiting the number of terms a member may hold an appointed board position.

On Friday, April 29th the Executive Board met to discuss these areas. Several votes were held on the task force recommendations that will be reviewed at this year's Business Meeting. This issue of the Navigator will discuss what the Executive Board reviewed as we prepare for the Business Meeting. I recognize the time of year this issue is being sent and how busy we all are.

However I hope you will take the time to read through the information on the following pages. It reflects the hard work of many members across our organization as we prepare for the future.

In closing I would like to thank the task force chairs for the work they and their committees have done throughout this year:

- Rene Coderre, Corporate Relations Task Force Chair
Retired
Members: Mark Ewing, Thomas Kelley, Emily Schiavoni
- Kohya Lu, Events and Offerings Task Force Chair
University of Connecticut
Members: Jonathan Bragg, Jeff Bickford, Lindsay Ferguson, Kristin Murphy, Emily Schiavoni
- Sonya Alexander, Organizational Communication Task Force Chair
Fairfield University
Members: Michael Barcelo, Jason Fishner, Jinai Gordon, Kristin Murphy, Kelly Powell, Brook Suprenant
- Matthew Lechter, Para-Professional Development Task Force Chair
Dean College
Kyle Black, Michelle Carvaja, AJ Goodman, Jessica Looney, Katy Maher, Alex Perry, Cindy Sanders, Derek Wills, Ryan Young

In addition I would like to thank three other members who worked on our assessment practices, renaming the Social Issues Committee, and our website:

- Heather Quire, Assessment Coordinator
Hartwick College
- Catherine Kellman, Social Issues Committee Chair
Syracuse University
- Stephany George, Technology Coordinator
Newbury College

Their work throughout this year will help our organization to ensure we are meeting the needs of all members. We look forward to seeing you in three short weeks at Westfield State University!

Sincerely,

Joshua Hettrick

Joshua Hettrick, Ed.D.





From the President-Elect's Desk

Greetings NEACUHO Members!

On behalf of the NEACUHO executive board, we wanted to take a few minutes to update you on some important changes coming to NEACUHO in the future regarding the annual conference. The annual NEACUHO conference has traditionally been held on a college campus in early June. The President-Elect is responsible for working with a host site selection committee to choose from bids received after touring each campus. Finding host sites has become increasingly difficult over the past several years. Some years we resorted to asking schools flat out to just please host. This is why in the past 10 years, Bridgewater and Westfield have hosted twice each. The time commitment to host and the strain it puts on campuses has become such a large job that it has made schools shy away from the task at hand.

Issues specific to the 2017 annual conference were that initially there were no bids then when we did finally receive two, both conflicted with the ACUHO-I Annual Conference in Providence, RI. We can not conflict with that conference for many reasons but the first being that our leadership has roles at that conference. So both bids had to be turned down. RELI and NHTI also caused some conflict in June but we may have been able to work around it. The main issue was directly related to NEACUHO's annual conference competing with ACE.

There was a survey sent out to the membership concerning the annual conference time and place, a poll of all of the past presidents and our own history. With all of that information/research, the board voted to move the annual conference to a conference hotel in October 2017 and pilot that for three years. There are still a lot of details to be worked out and we will be transparent through the process and I, as president, will send out monthly updates as the year progresses. There are obviously implications to the election cycle, membership cycle and budget. These updates and more will be discussed in more detail at the annual then in subsequent email updates as we continue to work through this new change.

During the business meeting at the annual conference at Westfield State University in a few short weeks, there will be a detailed presentation outlining these issues and more and an opportunity for you to ask any questions, offer any feedback and hear how you may be able to be involved with this exciting new venture as an organization.

I know that we are excited, the current executive board is excited and we hope you are too!!

We welcome any opportunity for conversation or thoughts/feedback prior to the conference as well or for anyone who will not be able to attend the conference.

Best,

Shelly Keniston, President-Elect

Joshua Hettrick, President

Timothy Touchette, Past-President



Annual Conference

Matthew R. Shupp joined Shippensburg University in 2013 after serving as a student affairs administrator for 12 years in a variety of institutional settings. He completed his Ed.D. in Higher Education Administrative Leadership at Widener University in Chester, Pennsylvania in December 2007. His research was qualitative in nature and addressed the supervisory needs of entry-level student affairs professionals. The Pennsylvania College Personnel Association (PCPA) recognized a portion of his dissertation by awarding Dr. Shupp the 2007 *Graduate Student Writing Award*. His dissertation was also utilized for his most recent co-authored publication, “Synergistic supervision: A confirmed key to retaining entry-level student affairs professionals” in the *Journal of Student Affairs Research and Practice* 49(2), 157–174. A number of his published articles have appeared on *reslife.net*, *About Campus*, and other reputable higher education publications.



**KEYNOTESPEAKER
MATTHEW SHUPP
NEACUHO 2016**

Dr. Shupp’s most recent administrative position was serving as the director of student affairs at Penn State University – Brandywine. As a member of the senior leadership team, Matthew was responsible for the overall administration of the student affairs division on a 1,700 person suburban campus. His direct areas of oversight included: student activities, leadership development, recreation (club sports/intramurals) and athletics, health services, counseling, and judicial affairs. He was also instrumental in implementing student protocols and directing the management of mental health related emergencies. Prior to his position at Penn State, Matthew was the Acting Director of Student Life at Community College of Philadelphia (CCP) where he was responsible for planning, implementing, and monitoring student activities for a large (approximately 38,000 students), urban, multi-campus community college. He served as the Coordinator for Student Life at The Restaurant School at Walnut Hill College and served as a Residence Director for three years at Shippensburg University.

In his work as a faculty member preparing future higher education professionals and counselors, Dr. Shupp relies heavily on Schlossberg’s concept of *Mattering and Marginality* and Sanford’s theory of *Support and Challenge*. Self-identifying as a “student affairs generalist,” Dr. Shupp describes his ideal learning environment as a “teaching hospital” where he is able to create learning opportunities and teachable moments for students. He is the 2012 recipient of the Pennsylvania College Personnel Association’s *Ron Lunardini Award for Outstanding Mentoring*.

An advocate for experiential learning and social justice, in 1997, Dr. Shupp traveled with the multicultural leadership program *Up with People*, which took him through 26 states, Canada, and 14 countries in Europe having stayed with 63 host families and interacting with 150 fellow students from 24 different countries who spoke 27 different languages. Dr. Shupp received his B.A. in Psychology (2000) as well as his M.S. in Counseling (College Student Personnel) (2003) from Shippensburg Uni-



versity. He is both a National Certified Counselor (NCC) through the National Board for Certified Counselors (NBCC) as well as a Distance Credentialed Counselor (DCC). He is Past-President of the Pennsylvania College Personnel Association (PCPA) and currently serves as the association's NBCC Coordinator. Dr. Shupp has presented at local, regional, and national higher education and student leadership conferences. His research areas of interest focus on entry-level staff supervision, student leadership, and well-rounded (holistic) college experiences for students.

Dr. Shupp is also an avid skydiver (well, if skydiving twice could be defined as "avid") and distance athlete having competed in numerous triathlons, marathons, half-marathons, mud run obstacle courses, and other distance runs. He resides in Shippensburg.

Annual Conference Update

Hi all! Hope this finds end-of-the-year happenings going smoothly for everyone!

By now, you've hopefully heard about the Quarter Auction we are planning for the Annual Conference to benefit the NEACUHO Legacy Fund and the ACUHO-I Foundation. If you've never been to a Quarter Auction, GET EXCITED! They are so fun! I went to my first a month or two ago, spent about \$22 for admissions, raffles & quarters, and won about \$150 worth of prizes!!! If you want to check out how one works visit: https://www.youtube.com/watch?v=B_s1QaKnw7Q

We are seeking and getting lots of interest in donations from local vendors and will be reaching out to our exhibitors too, but there's space for you, your department or institution to support the cause! In addition to the live auction, there will also be a basket raffle participants can take their chances at. With their \$5 admission, each person will get a certain number of raffle tickets (TBD) automatically and can purchase more if they want to increase their chances. Here's where you come in!

We are seeking raffle items. These can be of any dollar value, and should be appealing to a wide variety of people. Ideas include:

- Themed baskets - Movie night, car care, spa day, etc.
- A gift card from a chain business that could likely be used across the region
- A high-quality crafted item
- Have another idea, and not sure that it fits? Feel free to pass it by me and I'll let you know!

In addition, if you have a side business as a direct sales vendor, do craft fairs, have an Etsy shop, etc. and would like to donate an item and in turn, host a free-with-donation vendor table to sell your wares, let me know. If the company is not already represented, we'd be happy to have you!

Thanks for helping to support these two great causes!



Allison Gagne



Jen Gould

Organizational Communication Task Force

Recommendations

The Organizational Communication Task Force was tasked with addressing Priority 5 in the NEACUHO Strategic Plan:

- Analyze communication with the membership currently in place.
 - ◊ Evaluate communication being done through all mediums including phone, email, social media, print media, and the website.
 - ◊ Assess the effectiveness of these mediums in reaching the membership consistently.
 - ◊ Survey the membership to determine how effective they believe the organization is at communicating with them.
- Develop a comprehensive and varied plan for consistency, timeliness, and transparency.
 - ◊ Determine the content areas that information falls into and what needs to be communicated to the membership from each content area.
 - ◊ Utilizing the information gathered, determine how the organization can communicate with members most effectively throughout the year.
 - ◊ Create a communication calendar that will address:
 - * When communication is sent out
 - * What medium is used each time
 - * Which executive board position is responsible for the communication
- Review the current positions outlined by Constitution and Bylaws to determine if the existing structure will support the Communication Plan developed by the task force.
 - ◊ If it does please identify which role(s) should be responsible for the Communication Plan.
 - ◊ If it does not please make recommendations on how to best address any identified deficiencies.

Organizational Task Force Survey:

A survey was sent out to the membership in January 2016 to gather information on the current communication plan in place. The survey was used in order to gain some insight on how current use of technology was working for the membership as well as what the membership and to see if any changes should be made.

Survey participation was low and does not represent the membership as a whole. Based on the information in this survey, members are looking for email communication as their primary source for receiving information from NEACUHO. Also brought up was the use of social media such as Facebook and LinkedIn.

The recommendations in this document are based on the following survey data:

“It would be nice for an email to be available to summarize information. For example, ACUHO-i's daily email summarizes posts listed on discussion boards on their website. Also, it would be very helpful for there to be an archive of FAQs & responses from the website. I recognize how much work would be required for this, but thought I'd float it out there. When a long chain of emails occurs twice within 1 month



Sonya Alexander

about RDs having laundry in their apartments, you can't help but laugh. I do think that less people would disregard NEACUHO emails if there wasn't this 'fluff' though. A solution could be an organized website of the questions asked (maybe categorized i.e. staff development, RD and RA benefits, etc.). This could be a tool the professional's reference before either emailing the listserv or posting on a discussion board."

The goal of this new plan is the create an online posting location centrally located where previous posts could be searched and located as reference for those seeking information on a specific topic. This would help to eliminate multiple posts on the same topic, numerous emails per day sent to members, and the number of unwanted emails to members.

Recommendations:

Website

1. Create a space for job postings. All members will be able to post jobs available at their current institution instead of sending out on the NEACUHO listserv.
2. All members will need to create a profile for the capability to submit and respond to posts in an online community setting
3. Members will only be able to participate in the website posts as a verified employee of a member institution. Verification will be done by the Membership Coordinator as designated by the executive board.
4. Members will be able to opt in to receive emails when posts are submitted on the website in digest form or as an immediate push notification.
5. All E-board members will have the ability to send out all communication through the listserv. These emails will still be pushed to the membership emails even if they opt out of receiving communication through the email
6. All posts shall be kept available for public viewing.
7. The Webmaster board position shall maintain and monitor activity related to member posts on the website including the job posting site.
8. The Webmaster board position shall create a template for the job posting board which should also include a time limit for each post in order to eliminate the number of old jobs listed on the site.

List serve

1. The NEACUHO List serve should be deactivated once the website online posting community is activated to allow for more streamlined communication
2. The list serve should be deactivated after a designated period of time as determined by the executive board.
3. Communication regarding the deactivation should be disseminated within an adequate period of time using several forms of communication such as the NEACUHO Twitter and Facebook accounts as well as email communication from a designated board member.

Social Media

1. Social media (Twitter, Facebook and LinkedIn) can be used as supplemental avenue for communication and should only be done after communication is sent through the NEACUHO website.

Corporate Affiliate Plan

Task Force Recommendations

The Corporate Affiliate Plan Task Force was tasked with completing a review of the current Corporate Affiliate Plan and determining appropriate updates if deemed necessary:

- Conduct a full review of the current Corporate Affiliate Plan to determine its effectiveness at meeting the needs of NEACUHO members and our corporate sponsors. In order to conduct a thorough review the task force should:
 - ◊ Connect with NEACUHO members and corporate sponsors to gain their feedback.
 - ◊ Utilize other organization's plans to inform best practices and ideas for the future of NEACUHO's plan.
- In addition to the Corporate Affiliate Plan, determine if a plan should be established for drive-in conference sponsorship. We currently have six drive-in events during the year and sponsorship of these events has been sporadic. The task force should determine:
 - ◊ If NEACUHO would benefit from a sponsorship plan for our drive-in conferences, and if so...
 - ◊ Develop recommendations on what that plan should look like with the possibility of creating that plan for presentation to the organization.

Benchmark with Other ACUHO-I Affiliates

Members of the Task Force were asked to contact other associations similar to ours to review their corporate affiliate plans and solicit any recommendations they may have. The associations we did contact were MACUHO, GLACUHO, SWACUHO and SEAHO. The task force also looked at the websites of other associations and their corporate affiliate plans that may be useful in our research. We found that ACUHO-I associations with successful programs were very similar to ours. Other associations that did not depend on vendor income as much as NEACUHO had programs that were poorly defined. Our present program could be defined as a middle ground based on our research. It was very clear that programs similar to ours had greater detail and were more inclusive of different sizes and types of vendors. This enabled them to have more participation in their corporate affiliate programs and bring in a larger revenue stream than we have been able to accomplish. It was very evident from looking at these plans that we undervalued our product and services with the prices we are charging. The revenue from successful corporate affiliate programs represented about 50% of the annual operating budget for these associations.

The structure of their exhibitor fair at an annual conference for those regions closest in structure to ours was very similar. Most had the history of a two-day exhibition format that was changed to one-day format based on feedback from exhibitors and attendees at their conference. They all had a dedicated time slot for the exhibit fair that did not conflict with other programs or sessions. Some had dedicated time slots for CHO's and purchasing agents to provide a more one on one interaction. The biggest difference was in the location of the exhibitor fair. Because most associations have their annual conference in a hotel or conference center the vendors are in a more traditional setting for an exhibitor fair.



Rene Coderre

Feedback from Present and Former Corporate Affiliates

Members of the Task Force volunteered to contact present members of our corporate affiliate program to solicit their feedback on how we could improve our program. Vendors contacted were: Shrader & Shrader, Savoy & Son, Adirondack Solutions and Foliot. Members of the Task Force found their comments to be very frank and honest and with several common themes.

The one comment or grievance shared by everyone we talked to was the lack of attendance at our exhibition show. Some felt that our show is one of the worst attended exhibitions that they attend. They all expressed reasons why they felt this may be the case but one common thread was the make-up of our association. We have a lot of new professionals and it is believed these people may not see the benefits for them or the vendor in visiting the exhibition fair. Everyone talked about the need to educate our membership on the importance of attendee feedback not just for their campus but for the vendors as well. Exhibitors at the fair are not there to sell their products but to network with our membership and to learn from them what students are looking for and need. In turn this will be very beneficial to vendor company in the design of new products. Educate and learn was the theme. It was suggested that we may want to look at some kind of mentoring program for the new professionals that may include CHO's and purchasing agents. A small presentation involving a round table discussion with a group of vendors was also suggested. The bottom line, however, is we need to increase attendance.

Staying with the exhibition fair, everyone talked about the site location. We need to look closer at the space we use for the fair. We hold our conferences on member campuses which means we do not have the typical exhibition hall that is common with most venues. Campuses putting in bids need to be very aware of this and the site committee needs to keep this issue foremost in their evaluation. The layout of the exhibitor area is also very important. This issue also leads to other comments about booth locations. The vendors we spoke with have some of the more prime locations because of their long affiliation with us but this was not always the case. They also see other vendor locations and recognize that they are not ideal. The old saying about "location, location, location," is everything is very real for them.

Better communication between the association and the vendors was also mentioned by nearly everyone we talked to. They would like more transparency and be more involved. It was even suggested by one vendor that we should have a non-voting seat on our executive board for a vendor. This would facilitate better communication and a better sharing of ideas. The Task Force felt this should be an issue discussed by the executive board. There were no other specific ideas on how this communication could be accomplished but they did want to be more aware of what was happening with the association's activities and membership.

On a more positive note everyone agreed that our treatment of the vendors is “unique”. The term family was mentioned more than once and the feeling that they were part of the group. They were not treated like just a meal ticket. Some years have been better than others depending on the personnel involved but has never disappeared completely. One vendor also described themselves as customers of NEACUHO and hopes to be treated as such. We need to make sure we recognize this aspect of our association with our corporate partners and always treat them as “partners”. Part of this “uniqueness”, however, results from our location on a college campus. So we need to find a balance between an appropriate location and the family atmosphere we create.

When asked about opportunities to present at conferences or the sharing of information like mailing lists everyone responded in a positive manner. They welcomed the opportunity to submit a program for consideration without the need to be sponsored by one of our members. There was a very positive response to the suggestion that one of the benefits in our new plan would be the sharing of mailing and contact lists. These lists may also include attendance at conferences and drive-ins. This is something they have lobbied NEACUHO for years.

Recommendations

Corporate Affiliate Plan

Below are the recommendations of the Task Force for the restructuring of our Corporate Affiliate Plan. This plan is designed to offer more opportunities for different sized and types of companies to become involved with our association and its members. It also offers the opportunity for some vendors to be part of an “exclusive” club which was one of the original goals of our present corporate affiliate program.

Platinum Compass - \$4,000 (2x)

Advertising

- NEACUHO Navigator (PDF/Online): 4 Issues, full page ads (to ensure all 4 issues, must be enrolled by the start of the enrollment year)
 - Share Platinum Partner logo space on neacuho.org home page for one year
 - Individual web page dedicated to user tutorials, 1 hosted video (provided by the platinum member), photo slide show, and brief description of service. Will link to contact and website information.
 - Acknowledged as Platinum Compass for that annual year at each NEACUHO conference
 - Access to NEACUHO Membership Directory – *Institution, Contact Person, Staff List*
 - 6 advertising emails per year sent to the association (September, November, January, March, June, July) - *explain how these times line up to our schedule of events. Sent 1st of month*
 - Featured banner in all Drive-In and Annual Conference Guidebooks – *Gives direct access to attendees to your websites and contact info*
 - Complimentary attendance at all drive-in conferences sponsored by the association for up to two (2) representatives Platinum Partners will be recognized and asked to make a 1-3 minute greeting to the attendees at a designated time during the event.
 - Program proposals will be sent to all Corporate to present at any conference during the year.
- Platinum Compasses do not have to be sponsored by a member or present with an association member

providing they follow the guidelines set forth by the Programming Committee for each conference.

Annual Conference

- Platinum Banner on booth at Annual Conference
- Sponsored Double booth at the Exhibit
- Sponsor Recognition at Exhibitor Fair (Platinum)
- Recognition as Exhibitor Lunch Sponsor (with other Gold Sponsors)
- 4 tickets to Opening/ Closing Banquet
- Ribbon on conference nametag
- Invitation to CHO Roundtable & CHO Social (Sponsor CHO Social)

Gold Compass - \$2,000 (8x)

Advertising

- NEACUHO Navigator: 4 Issues, Half page ads (to ensure all 4 issues, must be enrolled by the start of the enrollment year)
 - Share Gold Corporate Partner logo space on neacuho.org home page for one year
 - Image, contact info and description of service on shared page with all other gold compass
 - Acknowledged as Gold Compass for that annual year at each NEACUHO conference
 - 3 advertising emails per year sent to the association (October, February, May) – *Explained impact on schedule if events. Sent 1st of month*
 - Featured banner in the Annual Conference Guidebook
 - Complimentary attendance at all drive-in conferences sponsored by the association for up to two (2) representatives Gold Partners will be recognized and asked to make a 1-3 minute greeting to the attendees at a designated time during the event.
 - Program proposals will be sent to all Corporate to present at any conference during the year.
- Gold Compasses do not have to be sponsored by a member or present with an association member providing they follow the guidelines set forth by the Programming Committee for each conference.

Annual Conference

- Gold Compass Banner on booth at Annual Conference
- Sponsored Single booth at the Exhibit (can pay to upgrade to a double booth per conference pricing)
- Sponsor Recognition at Exhibitor Fair (Gold)
- Recognition as Exhibitor Lunch Sponsor (with other Platinum Sponsors)
- 2 tickets to Opening/ Closing Banquet (Can be charged for additional meals per conference pricing)
- Ribbon on conference nametag
- Invitation to CHO Roundtable & CHO Social

Silver Compass - \$1,000 (10x)

Advertising

- NEACUHO Navigator: 4 Issues, Quarter page ads (to ensure all 4 issues, must be enrolled by the start of the enrollment year)
- Recognition on neacuho.org Corporate Partner Page in the form of a banner and URL Link

- 2 advertising emails per year sent to the association (September & January)
- Program proposals will be sent to all Corporate to present at any conference during the year. Silver Compasses do not have to be sponsored by a member or present with an association member providing they follow the guidelines set forth by the Programming Committee for each conference.

Annual Conference

- Silver Compass on Booth at Conference
- Half off Single booth or 25% off Double Booth.
- Sponsor Recognition at Exhibitor Fair (Silver)
- Ribbon on conference nametag

Bronze Compass - \$500 (6x)

Advertising

- NEACUHO Navigator: 4 Issues, eighth page ads (too ensure all 4 issues, must be enrolled by the start of the enrollment year)
- Recognition on neacuho.org Corporate Partner Page in the form of text and URL Link
- 1 advertising email per year sent to the association (December)
- Program proposals will be sent to all Corporate to present at any conference during the year. Bronze Compasses do not have to be sponsored by a member or present with an association member providing they follow the guidelines set forth by the Programming Committee for each conference.

Annual Conference

- Bronze Compass on Booth at Conference
- Sponsor Recognition at Vendor Reception (Bronze)
- Ribbon on conference nametag

Yearly Sponsorship Opportunities

Professional Drive-In Conferences – example: Fall Drive-in Sponsored by Foliot - \$1000 each

Socials (District and pre-conference) - \$200

Guidebook (Drive-In) - \$1750 each

Keynote Speakers (Professional Drive-In Conferences) \$500

Scholarship to ACUHO-I or Other Event (How could this work with a long term agreement?)

Marketing Materials, item specific based on board

Annual Conference Sponsorship Opportunities

The sponsorship section lists recommendations or ideas for the host committee of an institution receiving a winning bid. Each institution needs to structure their sponsorship offerings based on their program and needs. Also included are recommendations for sponsorship opportunities and suggestions for our annual exhibition.

LEVEL ONE: BRONZE SPONSORSHIP- \$500+ PER EVENT/ ITEM

- Entire Conference - Volunteer T-Shirts
- Session Incentive Program - Various Prizes
- Closing Night Entertainment
- Exhibitor Hall Giveaway - Reusable Grocery Bags
- Night on the Town
- Conference Giveaway
- Registration Nametags & Lanyards
- Opening Welcome
- In Between Sessions Coffee/Snack Break (3 opportunities)
- Exhibit Hall - Snack/Dessert
- End of Conference - Continental Breakfast

LEVEL TWO: SILVER SPONSORSHIP- \$1,000+ PER EVENT/ ITEM

- District Socials - Refreshments/Hors d'oeuvres
- CHO/Special Guest Reception – Can be sponsored by a Platinum, Gold or Outside Sponsor
- Closing Night Entertainment
- Night on the Town – Number of opportunities can change based on conference
- Opening Night Entertainment
- Exhibit Hall/CHO Luncheon - Meal & non-alcoholic beverages
- Breakfasts - Buffet Style Meal (2 opportunities)

LEVEL THREE: GOLD SPONSORSHIP- \$2,000+ PER EVENT/ ITEM

- Hospitality Rooms - Snacks, Supplies
- Lunches - Buffet Style Meal (2 opportunities)
- Fun Run - Supplies, Police Detail, Gifts, etc.
- Opening Night Entertainment
- Conference Giveaway
- Opening Reception – My Favorite Student
- Closing Reception - Refreshments/Hors d'oeuvres

LEVEL FOUR: PLATINUM SPONSORSHIP- \$4,000+ PER EVENT/ ITEM

- Keynote Speakers
- In-Room Hospitality - Linens, Towels, Bath mats, Toiletries, etc.
- Opening Banquet - Meal & Non-alcoholic Beverages
- Closing Banquet - Meal & Non-alcoholic Beverages
- Closing Night Entertainment
- Outdoor Lounge Furniture
- Conference Novelties/Fun Items
- Conference Transportation

Events and Offerings Task Force

Recommendations



Kohya Lu

The Events and Offerings Task Force was tasked with addressing Priority 4 in the NEACUHO Strategic Plan. “With the membership as the focus, review the annual calendar of events and make recommendations in regards to balance and varied professional development opportunities.”

Guiding Priorities:

- Ensure that all events & operations support the mission, vision, culture, and current membership needs of the organization.
- Implement methods to effectively and consistently address needs of all membership groups consistent with the mission, vision, and culture of the organization.
- Consider the travel time of all the membership when determining location for events each year.
- Implement methods to effectively and consistently address the needs of mid-level staff and CHO’s.

The first part of this priority addresses the in-person events and the development of online learning opportunities. The task force should consider as many areas as possible when developing the calendar including experience level, roles and responsibilities, content area, and diversity.

In-Person Events:

- Determine the target membership for each event offered by the organization. Ensure all membership is targeted throughout the year by multiple events.
- Determine what the topical areas are that should be addressed by the events each year. Then decide which topical area(s) each event should educate the membership about.
- Discuss the findings of these two items with the executive board and make necessary changes.

Online Learning:

- Create more online opportunities utilizing social media to compliment the events already being provided by the organization. This includes additional events as well as placing some sessions from events that have already taken place online for membership that were not able to attend.
- Purchase of online tools to increase the number of resources available to members in an effort to promote external communication.

The second part of this priority addresses the Annual Conference. This is a comprehensive review of the current Annual Conference location, time of year, and the membership’s feedback on possible changes to the existing format.

Annual Conference:

- Review the college campus location of the Annual Conference with the membership and corporate sponsors to determine whether a change in venue is the current preference.
 - ◊ If so, evaluate the potential cost of the Annual Conference at alternative locations throughout the region and make recommendations based on feedback.
 - ◊ If not, compile the feedback for discussion at the 2016 Annual Conference.
- Review the time of year the Annual Conference takes place with the membership and corporate sponsors to determine whether the current date/time is preferable or if a change to a different date/time is preferable.
 - ◊ If a different time of year is preferable, determine the preference of the membership and corporate sponsors.
 - ◊ Identify the potential positives and negatives of moving the conference to a different time of year.
 - ◊ Connect with the other regions about when their Annual Conference takes place and why.

Events and Offerings Task Force Survey:

Out of the topics that were offered in the survey, Para-professional Staff (RA) Training, Navigating Campus Politics, and Student Conduct were among the most popular. In terms of the online learning platform that schools would most likely use, the majority selected the one-time webinar style presentation over the short-term online course format with accompanying readings and discussion, indicating that the membership is most interested in learning about multiple topics over numerous offerings instead of one topic over a larger period of time/sessions or online course structure.

Despite this however, there is strong interest in an online learning certificate program (even if there were to be an associated cost). Should our organization look to adopt something ACUHO-I has begun to offer online learning opportunities; consideration should be given so as not to duplicate or compete with what the national organization has currently developed.

For the Annual Conference, the membership has highlighted that the three most important factors in considering whether they will attend or not are the time of year, geographic location, and cost of the conference (it should be noted that these are consistent when asking the membership to isolate the single most important factor). In regards to the time of year the majority of the membership responded that the current time of year is convenient in most years or always convenient. When broken down into individual calendar months, June and July were the most popular along with October.

Other factors that the membership offered for consideration conflict with the previous questions in that those who responded spoke to the conflicting priorities that the current summer timeframe presents with ACUHO-I and NHTI as well as other events on campus such as training and orientation. There is some

Events and Offerings Task Force

Recommendations Continued

sentiment that the conference should be moved to an off-campus location (hotel) and away from the summer and during the academic year while there are others who prefer the current structure.

In regards to hosting the Annual Conference on a college campus the majority of respondents said that they would like to keep things as they currently were with the subsequent question of the on-campus model being beneficial scoring high.

In this area, members indicated that the things that they liked best about attending the Annual Conference were the cost of attendance/lodging and the opportunity to visit another campus and see other facilities. Written comments indicated that the opportunity to have a confined social environment for networking, the ability to live on campus at another school for a short period of time as well as the opportunity to stay attuned with what our students are directly experiencing as other important factors. There were some who also commented that the current model is outdated and makes the event seem unprofessional and cheap.

When looking at moving the Annual Conference to a hotel, the membership responded that the factors that would benefit this move would create the ability to hold the event at a different time of year and different geographic location, with the comfort and amenities being the most important benefit. Written comments provide conflicting views that support moving the to a hotel to increase the professional look of the event while others enjoyed being on campus as it still provided a feeling of “work in practice”.

When looking at pricing for the Annual Conference the membership was asked to look at both the current structure and moving to an off-site hotel location. Factoring total cost the membership found that the \$200-300 range was most favorable for hosting the event on campus while the \$300-400 (with \$500 not far behind) range was reasonable for off-site.

In looking at other factors to consider there is a theme throughout the survey from members coming from other regions that find the current timeframe and structure for the Annual Conference as atypical in comparison to the traditional conference structure during the academic year that they are used to. A comment was also made regarding having a regional host chair and time and place person to assist with coordinating the calendar for the organization and provide other involvement opportunities for professionals to get involved with. Some also indicated that the timing of the conference alienates small institutions and interferes with the idea of self-care by conflicting with what should be a traditional summer vacation period.

Recommendations:Technology Recommendations

It is recommended that the organization move to pilot a series of webinars (1-2 per semester) to gauge interest from the membership and offer an online professional development option. Cost would be free so as to keep in line with providing cost-effective options for the membership. It would also serve as a way to solicit interest from presenters or content/topic experts in the region to participate in the opportunity to reach a broader audience.

It is recommended that the organization explore the possibility for online learning certificate programs or to look at opportunities to offer an “online learning scholarship” for those interested in pursuing current offerings with ACUHO-I.

Annual Conference and Event Recommendations

The current temperature of the Executive Board and Membership is conflicting. While there are those that appear in favor of changing the structure and moving the Annual Conference to an off-site location, the majority of the reported responses indicate that the current structure should remain in place. Based on this it is recommended (depending on current developments and timing) that the 2017 Annual Conference (where there are potential conflicts with ACUHO-I ACE in Rhode Island) move to October at an off-site location to pilot and gauge interest in a new format due to the particular circumstances that warrant a change.

It is recommended that the organization move to reevaluate the timing and content of the Social Issues Retreat. Attendance over the last few years has seen a downturn and while many have cited the importance of the event the timing seems to be an ongoing obstacle in launching a successful effort.

Additional Feedback

Based on conversations with the executive board and other members the Fall Drive-In continues to be one of the most popular events and is enjoyed by many in its current form. There is some concern that it should be seen as more of a new professionals conference versus a drive-in for all members due to the make-up of attendees and the topic areas addressed by sessions. Looking at how to create separate tracks for all experience levels would be beneficial moving forward.

The RD2B's continue to be successful events offered by the region. Having one in the fall semester and one in the spring semester gives many people around the region the ability to attend one of them. With the postponement of the institutes a recommendation to wait until after the Annual Conference to see how they pan out is suggested.

Para-Professional Development

Task Force Recommendations

The Para-Professional Task Force was tasked with addressing the needs of para-professional staff in the region and how the organization is meeting those needs through the following:

- What opportunities are we missing as an organization that we do not currently have in place?
- Discuss whether we as an organization should be developing similar programs to the ones below that would be run for para-professionals in NEACUHO:
 - ◊ The Volunteer Incentive Program for Students (VIPS) in the MACUHO region
 - ◊ The STARS College program run by ACUHO-I
 - ◊ The Student Leadership Training Program (SLTP) run privately in New England
- Determine other opportunities the organization should consider to develop stronger ties to para-professionals.

Task Force Goals after looking at NEACUHO:

- Give undergraduates/graduates students context of working in student affairs while they are considering career choice.
- Establish an identity of NEACUHO and what resources are available at both the para-professional and professional level. Get undergraduates/graduates involved at an earlier stage in their career paths so they can find a home in our region.
- Educate them on what it is like to be an entry level professional
- Give additional resources to undergraduate students throughout the year not just during RD2B.

What makes RD2B successful? How does NEACUHO use this program and mirror success into another program to engage undergraduate and graduate student leaders:

- First gateway program to bring students to that are interested in the field and passionate about undergrad involvement
- Low commitment for a student- need to express interest to campus and go to a one day program
- Ease of participating it being one day and close to many schools
- Word travels fast regarding an undergrads experience and gains interest from fellow students when a student returns to campus
- Resume review specifically focused on working in the field of higher ed

Recommendations

- Create a program mirrored after MACUHO Volunteer Incentive Program where undergraduate/ recent graduates can get involved in the annual conference by volunteering and participating in specially designed sessions.
- With the current timing of the NEACUHO Annual Conference we believe that it is most likely the parties that will be interested in this experience would be entering their junior or senior year.
- Program would be for student leaders in Residence Life who are from member institutions.
- Ideal program size for first year would be 5-10 attendees.
- Create a List-Serve for undergraduate Resident Assistant where a representative of NEACUHO can send out information regarding STARS College and regional programs specially RD2B to all member institutions.
- This would be a list serve that RA's would be able to sign up for.
- Use this to engage undergraduates and educated them on NEACUHO as well as Student Affairs specially Residence Life.

SAMPLE of NEACUHO – Volunteer Program for Undergraduates and Graduate Students

The NEACUHO Mentoring & Advancing Para-professional Students (MAPS) program is a program designed for undergraduate students who are involved in residence life at their home institution. Those in this program are interested in the profession of residence life and housing and looking to gain more knowledge before entering the field. The ideal candidate for this program is entering their junior or senior year of undergraduate study.

What does this program entail?

Volunteering

Attendees will volunteer periodically throughout the duration of the conference. This experience not only gives back to the NEACUHO organization for providing the opportunity to attend the conference, but also allows attendees to network with professionals across the region.

Mentoring

One of the most valuable relationships built throughout the conference is between the attendees and professionals in the field they will meet during the course of the conference. Seasoned professional attend this conference and love to speak with each MAPS attendee about any questions you may have about entering the field. We encourage you during the course of the conference to meet professionals from across the region.

Conference Sessions

Attendees will have several opportunities to participate in sessions during the course of the conference. Some sessions you will be attending with those at the conference while a few others will be for those in this program to learn about entering the field, graduate school, job interviewing. There will also be a ses-

Para-Professional Development Task Force

Recommendations Continued

sion to give you more information regarding what NEACUHO is all about and how to stay involved after this conference.

All NEACUHO MAPS will have registration, accommodation and meals paid for through the conference. Transportation to and from the conference site is not included.

Recommendations if MAPS Program is created:

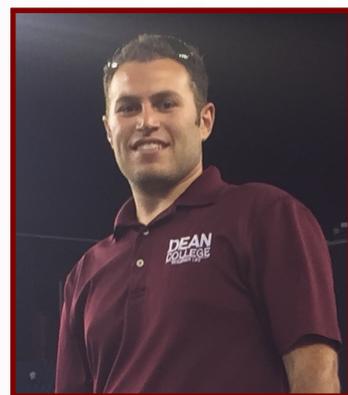
1. Create a Para-Professional Chair to oversee:

- RD2B
- MAPS program
- Outreach to undergraduates throughout an academic year

2. Create a Para-Professional Chair

- Handles MAPS Program with Annual Conference Chair
- Outreach to undergraduate students during academic year
- New Professionals Chair would have no changes to their position

3. All positions on board remain the same and if program is adapted Conference Host is responsible for position.



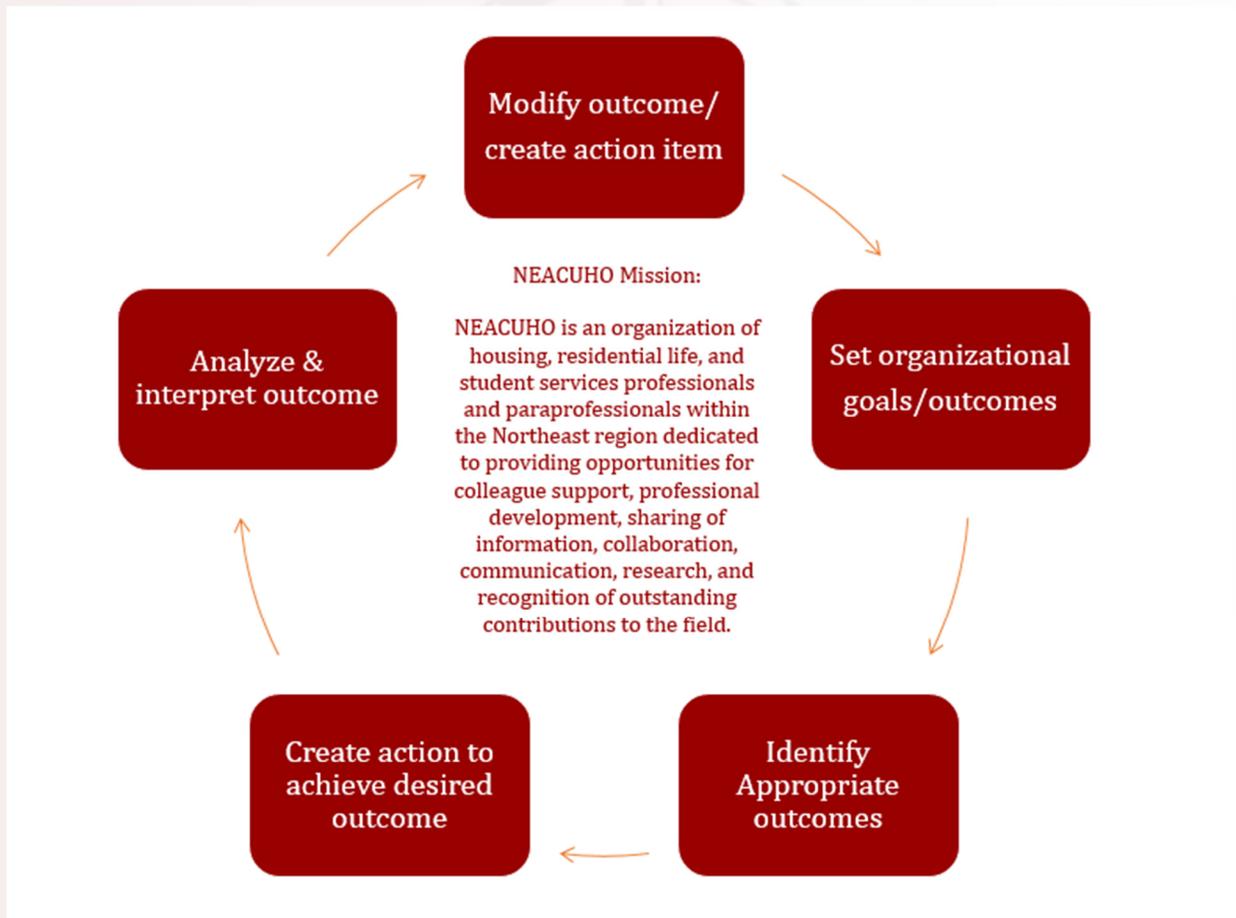
Matthew Lechter

Assessment Coordinator

Recommendations

MISSION: NEACUHO is an organization of housing, residential life, and student services professionals and paraprofessionals within the Northeast region dedicated to providing opportunities for colleague support, professional development, sharing of information, collaboration, communication, research, and recognition of outstanding contributions to the field.

Assessment starts with knowing and understanding the mission of NEACUHO. NEACUHO’s mission guides us to know what we should be doing and help set our goals for the future. Assessment can help us determine if we are doing what we set out to do in our mission and help guide us to make decisions to help us be better in the future. Assessment helps us tell OUR NEACUHO STORY.



This comprehensive assessment plan will help tell NEACUHO’s story and help us to be transparent to our membership moving the organization forward. The goal of this assessment plan is to give NEACUHO a framework for assessment, be a conversation starter and help build continuity for our membership to understand NEACUHO mission, goals, strengths, challenges, and provide historical perspective to help guide our future.

The data collected should be restructured into information that can provide a balanced view of the situation, identify strengths and challenges and establishes progress that is relevant to and sufficient for addressing components to the desired outcome.

We should be developing a realistic timelines for our assessment needs. We need to consider the best time to collect the data and allow enough time to develop/execute methodology, analyze/ interpret results, write a report and communicate results. The key is to start with a deadline and work backwards.

Why should we assess? Why is communicating assessment data so important? We need to as an organization increases commitment to assessment, increases value of assessment, increases transparency with our membership, help us celebrate our successes, and it will give more evidence than anecdotes.

What is our message? How will the data be used to enhance our message? What specifically do we want each to know? What are the main message points we want to get across? Our goal with assessment is to tell our story through showing successes, improvements, and neutral information to our membership. We have a story to tell and assessment will help us tell it.

What avenues can we use to communicate our results? We can tell our story through numerous opportunity.

- Annual Assessment Report
- Assessment Executive Summaries
- Audio/Visual Snapshots on our website /conferences
- Navigator Newsletter

Historical perspective is important to understanding assessment. In order to manage assessment there needs to be a place for storage of the raw data, analysis, action taken and results achieved. There should be continuity in keeping assessment data secure and readily available when needed. This will also help give historical perspective as time passes.

What do we currently assess?

- Conferences as a whole
- Presenters and presentations at conferences
- Engagement of membership
- Gaining membership feedback

Currently the assessment that we have done focuses on satisfaction and quality of conferences, membership and the organization. To move NEACUHO forward and to progress as an organization, the assessment plan should be all encompassing to include learning outcomes, core competencies and outcome goals centered on our mission.

Comprehensive Assessment Plan Proposal:

Goal of NEACUHO:

- Help provide membership the opportunity for growth in the field of Residential Life and Housing by networking and collaborating along with providing professional development opportunities.

Assessment Coordinator:

Having an Assessment Coordinator for the organization will help with continuity and transparency. The Assessment Coordinator would help create assessment timelines, conference learning outcomes, and assessment questionnaires/surveys. The Assessment Coordinator would work in tandem with Executive Board members for completing assessments relevant to their role for NEACUHO. The Assessment Coordinator can also help create the assessment tools (paper or electronic) and be the keeper of all data collection. The Assessment Coordinator would need to coordinate all surveys on a small and large scale. The Assessment Coordinator should create for every assessment an assessment executive summary of the assessment findings to report out to the membership.

The goal for assessment continuity and completion should be to provide our Executive Boards members with the guidance, tools, and goals for completing assessment for all conferences and surveys that NEACUHO does. This should help with transparency in helping the membership understand NEACUHO goals.

Core Competencies:

Best practices for using assessment in Higher Education is to look at learning outcomes and core competencies to measure success. Using core competencies sets a standard that can help ascertain if NEACUHO is providing our membership the tools and knowledge base for success in the field.

Suggested Core Competencies from ACUHO-i:

- Crisis Management (Prevention; Intervention)
- Evaluation/Planning (Assessment/Program Planning; Research)
- Facilities Management (Facilities Assessment; Master Planning; General and Preventative Maintenance; Capital Project Management; Sustainability; Inventory Control and Material Handling)
- Human Resources (Recruitment/Selection; Orientation/Training; Supervision; Performance Appraisal; Collective Bargaining/Grievance)
- Occupancy (Contracts/Lease Agreements; Application/Assignments Process; Forecasting/Trending)
- Resident Educational Services (Personal Development; Community Development; Academic Initiatives; Advising)
- Student Behavior (Student Conduct; Conflict Resolution)

Suggested Professional Competencies for Student Affairs/Residential Life and Housing Practitioners -

NASPA.org:

- Advising and Helping:
 - ◊ Addresses the knowledge, skills, and attitudes related to providing counseling and advising support, direction, feedback, critique, referral, and guidance to individuals and groups.
- Assessment, Evaluation and Research [AER]:
 - ◊ Focuses on the ability to use, design, conduct, and critique qualitative and quantitative AER analyses; to manage organizations using AER processes and the results obtained from them; and to shape the political and ethical climate surrounding AER processes and uses on campus.
- Equity, Diversity and Inclusion:
 - ◊ Includes the knowledge, skills, and attitudes needed to create learning environments that are enriched with diverse views and people. It is also designed to create an institutional ethos that accepts and celebrates differences among people, helping to free them of any misconceptions and prejudices.
- Human and Organizational Resources:
 - ◊ Includes knowledge, skills, and attitudes used in the selection, supervision, motivation, and formal evaluation of staff; conflict resolution; management of the politics of organizational discourse; and the effective application of strategies and techniques associated with financial resources, facilities management, fundraising, technology use, crisis management, risk management, and sustainable resources.
- Law, Policy and Governance:
 - ◊ Includes the knowledge, skills, and attitudes relating to policy development processes used in various contexts, the application of legal constructs, and the understanding of governance structures and their effect on one's professional practice.
- Leadership:
 - ◊ Addresses the knowledge, skills, and attitudes required of a leader, whether it be a positional leader or a member of the staff, in both an individual capacity and within a process of how individuals work together effectively to envision, plan, effect change in organizations, and respond to internal and external constituencies and issues.
- Personal Foundations:
 - ◊ Involves the knowledge, skills, and attitudes to maintain emotional, physical, social, environmental, relational, spiritual, and intellectual wellness; be self-directed and self-reflective; maintain excellence and integrity in work; be comfortable with ambiguity; be aware of one's own areas of strength and growth; have a passion for work; and remain curious.
- Student Learning and Development:
 - ◊ Addresses the concepts and principles of student development and learning theory. This includes the ability to apply theory to improve and inform student affairs practice, as well as understanding teaching and training theory and practice.

Using competencies plus creating learning outcomes for conferences can help NEACUHO assess if our conferences and other professional opportunities are helping our membership be successful. This will give NEACUHO quantifiable data to help guide future endeavors.

Assessment Methodology:

1. Develop guidelines for the assessment (purpose and timeline).
2. Design the approach to be used for the assessment (assessment tool).

3. Collect and analyze the evidence (the data).
4. Report the findings.

Every survey /evaluation/ assessment should have a purpose to why the assessment is happening. It is important to define that purpose. *What do you want to know? What learning outcomes are to be achieved? How will the data findings compare to our organizational goals?*

Assessment approach or assessment tool used should be user friendly and easy to manage plus keep in mind the goals of the assessment itself. There is much debate about moving completely away from paper evaluations and moving to all electronic forms of assessment. In an era that is driven by technology it would seem like the direction that we need to go in. However, paper evaluations give real time-instant feedback to presenters which seems to be a valued aspect to professional development. Feedback from membership and Executive Board members has been mixed and ultimately using both electronic and paper seems to be preferred.

If NEACUHO were to move away from paper evaluations, there is an impact on how we do certain awards at the Annual Conference. There is not much time between the last session and banquet that allows for the Program Committee to decide the few real-time “best of” awards.

Moving to all electronic forms of assessment, NEACUHO would need to look into using an assessment tools that help with creating, implementing, and analyzing data. We could look into using a product like Collegiate Link (Campus Labs) to do all of our assessment needs. This would however be costly and a budget would need to be created and maintained annually. We could also look more into using Guidebook for evaluations which would also increase costs.

To keep costs at a minimal, using google drive with forms, may be an approach for implementing assessment and for storage. The Assessment Coordinator would need to coordinate all surveys on a small and large scale. If presenter/presentation evaluations were done through google forms, the Assessment Coordinator should work with the Program Committee for the evaluation data to decide “best of” for the Annual Awards.

The raw data collected should be analyzed with understanding of the goals of the assessment, learning outcomes of what is being assessed, and what take-aways the data shows. These take-aways will create action items for the organization to help make decisions and provide perspective. We need to make sure we are using assessment to the fullest and learning all we can. *“We cannot move forward, without understanding the past.”* We need to continue the cycle of assessment to gain deeper historical context.

In order to be transparent, we need to share what we learn from doing the assessment. We need to share with the membership the results of all assessment that the organization does. We can do this in a variety of ways: Annual Assessment Report, Executive Summary Briefs, Audio/Visual Snapshots on our website /conferences, and the Navigator Newsletter. The Assessment Coordinator should disseminate the information in multiple ways from comprehensive reports to quick visual snapshots. This means working with Executive Board members to create innovative, creative ways to share with the membership our NEACUHO Story.

Assessment in Practice:

What should NEACUHO be assessing?

- Organizational goals and effectiveness
- Conferences overall satisfaction and effectiveness:
 - ◊ Fall Drive-in/New Professional Conference
 - ◊ RD2B Conferences
 - ◊ Residential Operations Conference
 - ◊ Social Issues Retreat
 - ◊ Spring Institutes
 - ◊ Annual Conference
- Individual presenters and presentations at conferences
- Membership satisfaction and engagement
- Feedback surveys
- Yet to be determined...



Heather Quire

At the beginning of the year (end of July/August), the Assessment Coordinator will give an Assessment calendar timeline to the Executive Board. This will show dates for assessing conferences. The Assessment Coordinator will ask Conference Chairs to provide goals and learning outcomes for their respective conferences. As the year progresses, and conferences are planned, the Assessment Coordinator will work with the Conference Chairs on creating an assessment approach / tool that will work best for the conference assessment.

At the first E-Board meeting of the year, the Assessment Coordinator will ask if any Executive Boards members will be looking to survey the membership. The Assessment Coordinator will then connect with those wanting to survey/request feedback to coordinate a timeline plus goals/outcomes, assessment approach, continuity, and data collection.

Timeline plan for Conference Assessments:

- [At start of conference planning] Conference Chair(s) talk with Assessment Coordinator to define a timeline for assessment of the conference.

- ◇ Define goals and learning outcomes for the conference.
- ◇ Determine assessment approach for presenter evaluations (electronic or paper) and what the post conference evaluation should include.
- ◇ When registration is posted on website and the “call for programs” goes out, the learning outcomes should be posted. Presenters should align presentation proposal with conference learning outcomes.
- [2 weeks prior to conference] Assessment Coordinator create overall conference assessment based on learning outcomes/competencies plus satisfaction.
 - ◇ Talk with Conference Chair(s) to finalize post overall evaluation.
- [During Conference] Data collection during conference of presenter/presentation evaluations.
- [Just after conference – no more than a week after] Analyze data received. If presenter/presentation evaluation was done electronic, give feedback to presenters as soon as possible.
 - ◇ Conference Chair(s) write an executive summary of what goals and results achieved based on informal feedback given by participants. Explain successes and challenges in planning and implementing the conference. Submit to Assessment Coordinator and President for review.
 - ◇ Assessment Coordinator write an assessment executive summary of data results with emphasis on successes, improvements, key take-a-ways, and any action item outcomes.
 - ◇ Create a marketing plan to share results to membership
- [Next E-Board meeting] Assessment Coordinator share results and speak with E-Board about the marketing plan to share with membership. I.E. Navigator, key aspects to promote on website, etc.
 - ◇ If an E-Board meeting is not timely then work to share information in a timely manner with E-Board members to then share with membership.

All other forms of assessment will be done by the Assessment Coordinator in tandem with the Executive Board member who is implementing the assessment. The goal of the Assessment Coordinator will be to write an assessment executive summary of data results with emphasis on successes, improvements, key take-a-ways, and any action item outcomes in a short turn-around timeframe. This will be key in keeping assessment at the forefront for the organization and sharing information with the membership.

Executive Summaries should give summary data from the assessment. The following should also be included: goals, desired outcomes, assessment methods and procedures, results-key points/take-a-ways, planned improvements based (action items) on assessment results

Assessment Storage / Historical value:

Everything related to assessment should be stored electronically and a backup drive should be kept. All data and surveys plus summaries should be stored and maintained by the Assessment Coordinator. This can be done in coordination with the Historian. The Assessment Coordinator should always keep in mind the organizational mission to make sure *Our NEACUHO Story* is told.

Social Issues Committee

Name Change Recommendation

The Social Issues Committee proposed a change to the committee name in order to better reflect the work of the committee. The information below was presented to the Executive Board at its April meeting and was unanimously approved.

Names:

Current Name: Social Issues Committee (SI Committee)

Approved Name: Equity, Diversity, and Inclusion Committee (EDI Committee)

Mission:

The Equity, Diversity and Inclusion Committee within NEACUHO purpose is to coordinate and promote with NEACUHO professional development offering a level of equity, diversity, and inclusion within a social justice lens. The committee will ensure that all offerings within the association identify programs, activities, that represent those who come from any marginalized identity. Lastly, the committee will ensure that environments created by the association safer and equitable for the entire membership.



Catherine Kellman

Goals

- Establish an Equity, Diversity, and Inclusion statement for NEACUHO and ensure its presence on all association publications and professional development offerings.
- Develop provide professional development opportunities on topics of Equity, Diversity and Inclusion during year.
- Create and distribute a database of Equity, Diversity and Inclusion on the NEACUHO website.

New Website Features

This year the Executive Board discussed the organization's website often and provided feedback to the Technology Coordinator in an effort to update content and begin using some of the features not utilized in the past. As we approach the 2016-2017 year we are excited to announce a few new features:

- Available to all member institutions, the NEACUHO website will now offer a jobs posting area.
- All members will have the ability to create a profile which will make registering for conferences and events easier.
- The website will feature forums where members can post questions to the membership and receive responses. Questions and answers will be maintained on the website so members can revisit the forums for information when the same question arises in the future.



Stephany George

Appointed Board Member Language

This year the Executive Board was asked by a member to review and consider the number of times a person may hold an appointed board position. After getting feedback from members we identified several areas needing discussion:

- Limiting the number of consecutive terms a member could hold the same appointed board position.
- Limiting the number of times a member could hold an appointed board position.
- Changing the term of appointed board positions from one year to two years.
-

At the April board meeting we discussed these three areas. Although there was support for limiting the number of consecutive terms a member could hold the same board position, there was not support for limiting the number of times a member could hold an appointed board position nor changing the term from one to two years. Board members voiced concern that limiting the number of times a member could hold an appointed board position could limit qualified candidates leaving no one to take on a specific role in a given year. They also voiced concern about the number of members who have left positions on the board in recent years and how that could impact two-year terms versus one-year terms.

Language regarding limiting the number of consecutive terms a person may hold the same appointed board position will be presented at the Annual Conference for approval. If you have questions regarding this possible change please feel free to contact Josh at jhettrick@westfield.ma.edu.

Treasurer's Report: February/March 2016

Thomas Kelley
NEACUHO Treasurer

Assistant Director
Worcester State University



NEACUHO

Monthly Treasurer's Report (Feb/March 2016)
As of 4/01/2016

BANK ACCOUNT BALANCES

Operating	1105	\$92,529.16	Note 1
Reserve	3120	\$ 52,012.01	
TOTAL BANK ACCOUNTS		\$ 144,541.17	

YEAR-TO-DATE EXPENSES & REVENUES (Operational & Conferences)

Expense	\$ (9,538.75)	*includes Operational & Conference Expenses
Revenues	\$50,792.50	*includes Operational & Conference Gross Revenues
DIFFERENCE	\$ 41,253.75	

YEAR-TO-DATE REVENUES	Budget	Actual	Difference
Corporate Affiliate Plan	\$20,450.00	\$23,787.50	\$ 3,337.50
Membership Dues	\$15,840.00	\$ 12,660.00	\$ (3,180.00)
Conferences (Net)	\$ 4,806.25	\$ 4,806.25	\$ 4,806.25
Reserve Funds	\$0.00	\$ -	\$ -
Roll-Over Balance	\$33,206.97	\$ (33,206.97)	\$ (33,206.97)
Legacy Fund	\$0.00	\$ -	\$ -
Miscellaneous	\$0.00	\$ -	\$ -
TOTALS	\$69,496.97	\$41,253.75	\$ (28,243.22)

YEAR-TO-DATE EXPENSES	Budget	Actual	Difference
Operational	\$ 72,479.00	\$13,738.93	\$ (58,740.07)
Conferences	\$ -	\$ 9,538.75	\$ 9,538.75
TOTAL	\$ 72,479.00	\$ 23,277.68	\$ (49,201.32)

YEAR-TO-DATE	Budget	Actual	Difference
Legacy Fund Revenue	\$ 5,597.10	\$ -	\$ 5,597.10
Legacy Fund Expense	\$ -	\$ 1,218.72	\$ 1,218.72
TOTAL	\$ -	\$ 4,378.38	\$ 4,378.38

Note 1: \$5,597.01 within the Operating account is slated for Legacy fund \$3,575 collected through Legacy, \$2,022.01 transferred from Past Presidents Fund

Treasurer's Report: February/March 2016

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Corporate & Membership

CORPORATE AFFILIATES BREAKDOWN (Payments received during 15-16 FY)

Type	Amount	Cost per	Total Received
Corporate Partners	8	\$ 2,250.00	\$ 18,000.00
Corporate Associates	3	\$ 750.00	\$ 2,250.00
Eduational Consultants	3	\$ 200.00	\$ 600.00
Miscellaneous			\$ 2,937.50
TOTALS			\$ 23,787.50

Note 1

MEMBERSHIP BREAKDOWN (Payments received during 15-16 FY)

Type	Amount	Cost per	Total Received
Small	38	\$ 60.00	\$ 2,280.00
Medium	26	\$ 80.00	\$ 2,080.00
Large	29	\$ 130.00	\$ 3,770.00
X-Large	15	\$ 300.00	\$ 4,500.00
Affiliate	1	\$ 30.00	\$ 30.00
TOTALS	109		\$ 12,660.00

MEMBERSHIP BREAKDOWN (Signed up for Membership)

Type	Amount
Small	40
Medium	43
Large	28
X-Large	17
Affiliate	1
TOTALS	129

Note 1: This includes 4.5 \$500 payments from My Favorite Student, covering their Sponsorship and 3 partial Payment, \$562.50 from Shradder and Shradder

Treasurer's Report: February/March 2016

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Conferences

YEAR-TO-DATE CONFERENCES	Expenses	Revenue	Difference
RD2B October	\$ 1,079.00	\$ 1,460.00	\$ 381.00
Fall Drive-In/NPC	\$ 3,467.00	\$ 6,120.00	\$ 2,653.00
Res Ops	\$ 2,120.98	\$ 4,010.00	\$ 1,889.02
Social Issues	\$ 1,150.59	\$ 900.00	\$ (250.59)
RD2B January	\$ 1,721.18	\$ 1,855.00	\$ 133.82
Spring Institutues			
RD2B April			
Annual Conference			
TOTALS	\$ 9,538.75	\$ 14,345.00	\$ 4,806.25

CONFERENCE	Type	Quantity	Cost Per
RD2B Fall	Participant	50	25
	Chaperone	25	15
Fall Drive-In/NPC	Member	136	45
	Non-Member		65
Res Ops	Member	43	45
	Non-Member	5	65
	Exhibitor	7	250
	Corporate Affiliate	5	0
Social Issues	Member	18	50
	Non-Member		70
RD2B January	Participant	55	25
	Chaperone	32	15
Spring Institutues	Member	-	-
	Non-Member	-	-
RD2B March	Member	-	-
	Non-Member	-	-
Annual Conference			

Treasurer's Report: February/March 2016

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Expenses

Date	Description	Budget	Amount
2/2/2016	Automatic Withdrawal- BluePay Fees	Treasurer (41)	\$ (94.33)
2/3/2016	Lawyers Fees	Treasurer (40)	\$ (212.00)
2/8/2016	Eboard Hotel Fee	President (5)	\$ (130.69)
2/8/2016	Gotocitrix	Technology (60)	\$ (372.94)
2/8/2016	Social Issues Common Read	Social Issues (76)	\$ (105.27)
2/10/2016	RD2B Supplies	RD2B (Winter)	\$ (74.43)
2/11/2016	Stop/Hold Check Fee	Social Issues	\$ (35.00)
2/18/2016	SIR Keynote	Social Issues	\$ (250.00)
2/22/2016	RD2B Keynote	RD2B (Winter)	\$ (250.00)
2/26/2016	Legacy Fund Purchase	Legacy Fund	\$ (679.21)
2/28/2016	Legacy Fund Purchase	Legacy Fund	\$ (539.51)
2/28/2016	Eboard Hotel Fee	President (5)	\$ (522.76)
3/2/2016	Automatic Withdrawal- BluePay Fees	Treasurer (41)	\$ (361.30)
3/8/2016	ACUHO-I President Elect Reg	President Elect (21)	\$ (2,262.93)
3/16/2016	Austin & Co, Inc Insurance	Treasurer (39)	\$ (2,159.00)
3/16/2016	RD2B Reimbursement (Double Reg)	RD2B (Winter)	\$ (15.00)
3/18/2016	Program Committee Meals	Program Committee (71)	\$ (224.20)
3/28/2016	Dean College - RD2B	RD2B (Winter)	\$ (1,516.75)
	Overall Total		\$ (8,743.05)

Treasurer's Report: February/March 2016

NEACUHO - Operational Budget

EXPENSES	BUDGET	ACTUAL	DIFFERENCE
PRESIDENT			
Executive Board Travel/Meals/Lodging	\$12,000.00	\$6,067.77	\$5,932.23
ACUHO-I Reception	\$2,000.00		\$2,000.00
ACUHO-I Foundation Donation	\$1,000.00		\$1,000.00
ACUHO-I President Attendance	\$2,500.00		\$2,500.00
Representative's Travel to MACUHO	\$500.00		\$500.00
Representative's Travel to NEACURH	\$500.00		\$500.00
Committee Travel	\$500.00		\$500.00
New Initiatives/Miscellaneous	\$1,500.00	\$50.00	\$1,450.00
RELI Direct Support	\$1,000.00		\$1,000.00
Host Committee Recognition (10 @ \$10 per person) + (2 @ \$50 per host committee Chair)	\$200.00		\$200.00
Executive Board Recognition (35 @ \$20 per person)	\$700.00		\$700.00
Committee Member Recognition	\$500.00		\$500.00
Para-Professional Direct Support Request	\$1,000.00		\$1,000.00
Placement Exchange Direct Support Request	\$1,000.00		\$1,000.00
Drive-In/Program Committee Apparel	\$1,500.00		\$1,500.00
PRESIDENT-ELECT			
ACUHO-I Annual Conference - Costs associated w/travel, registration & President's Meeting (July 9-12, 2016 in Seattle, Washington.)	\$2,500.00	\$ 2,262.93	\$237.07
E-Board Retreat - Cost of training materials, continental breakfast & lunch (July 2016)	\$400.00		\$400.00
Recognition of Outgoing President (Spring 2016)	\$200.00		\$200.00
Committee Day (summer 2016)	\$500.00		\$500.00
Time & Place Committee - Costs associated with travel & lodging for up to four committee members (Fall 15 & Spring 16)	\$750.00		\$750.00
PAST PRESIDENT			
Case Study Winners (\$180 registration reimbursement up to 4 winners)	\$720.00		\$720.00
STARS Scholarships (3 @\$522 each) (approved at Mar/Apr board meeting to add into budget)	\$1,566.00		\$1,566.00
RELI Scholarships (up to 16 recipients at \$100 each)	\$1,600.00		\$1,600.00
NHTI Scholarships (split between all northeast participants)	\$2,000.00		\$2,000.00
Professional Development (up to \$1,000 for registration, housing, and travel to ACUHO-I 2015)	\$1,000.00		\$1,000.00
Best of the Northeast (up to \$1,100 for registration, housing, and travel to ACUHO-I 2015 - Ryan Young)	\$2,000.00		\$2,000.00
Plaques, Certificates, Frames, Etc.	\$1,500.00		\$1,500.00
TREASURER			
Supplies - bank checks	\$100.00		\$100.00
Supplies - postage stamps	\$100.00	\$9.80	\$90.20
State Taxes	\$100.00	\$70.00	\$30.00
Insurance - Event, General Liability, Umbrella	\$3,100.00		\$3,100.00
Insurance - Director & Officers	\$2,100.00	\$2,159.00	-\$59.00
Lawyer Fees	\$5,000.00	\$2,12.00	\$4,788.00
BluePay Fees	\$6,000.00	\$1,594.96	\$4,405.04
PO Box Annual Fees	\$132.00		\$132.00
H&R Block Federal Taxes	\$400.00	\$380.00	\$20.00
SECRETARY			
Postage for mailing stationary	\$25.00		\$25.00
DISTRICT COORDINATORS			
CT/RI District Coordinator	\$200.00		\$200.00
MA District Coordinator	\$200.00		\$200.00
ME/NH District Coordinator	\$200.00		\$200.00
W-NY District Coordinator	\$200.00		\$200.00
E NY/VT District Coordinator	\$200.00		\$200.00
M-NY District Coordinator	\$200.00		\$200.00
MEMBERSHIP COORDINATOR			
Box of mailing labels	\$15.00		\$15.00
Follow Up Postcards - Postage Estimate (\$0.49 each)	\$75.00		\$75.00
Follow Up Postcards - Printing Estimate	\$50.00		\$50.00
Misc District Recruitment Initiatives (Limit of \$100 per DC)	\$600.00		\$600.00
TECHNOLOGY COORDINATOR			
100GB DropBox Storage - This would allow transparent, accessible cloudstorage for all NEACUHO related business	\$120.00		\$120.00

Treasurer's Report: February/March 2016

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Collaborative GoToMeeting Membership (MACUHO), GoToMeeting would allow us to offer online hosting for E-Board meetings and professional development opportunities through webinar format	\$468.00	\$372.94	\$95.06
YourMembership (website) 2015-2016 subscription fee	\$7,190.00		\$7,190.00
SurveyMonkey for assessment and voting purposes	\$228.00	\$228.00	\$0.00
HP - Geek Squad Certified Refurbished 2-in-1 11.6" Touch-Screen Laptop (2) - Coordinator and Webmaster will use for website updates, Guidebook, and LiveSteaming at conferences	\$500.00		\$500.00
1-Year Protection Plan - Smart Care powered by Geek Squad	\$90.00		\$90.00
CORPORATE RELATIONS COMMITTEE			\$0.00
Signage for Corporate Affiliates	\$400.00		\$400.00
PROFESSIONAL DEVELOPMENT COMMITTEE			
Drive-in Socials	\$500.00	\$107.33	\$392.67
PROGRAM COMMITTEE			
Lunch for Program Selection Day (\$10 x 25)	\$250.00	\$224.20	\$25.80
MARKETING COORDINATOR			\$0.00
Marketing brand items supplies for give-a-ways	\$2,500.00		\$2,500.00
SOCIAL ISSUES			
Common Read for Annual	\$100.00	\$105.27	-\$5.27
TOTAL EXPENSES	\$72,479.00	\$13,738.93	\$58,640.07

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BIGGEST CHALLENGES FACING INTERNATIONAL EDUCATORS 2015 NAFSA ANNUAL CONFERENCE SURVEY RESULTS

CORT surveyed close to 300 attendees at the 2015 NAFSA annual conference. With respondents from both public and private institutions, the results all point to one major theme: schools are increasingly looking at international education as a means of staying competitive. With potential growth however, comes logistical hurdles, as institutions are tasking all departments to do more with less.



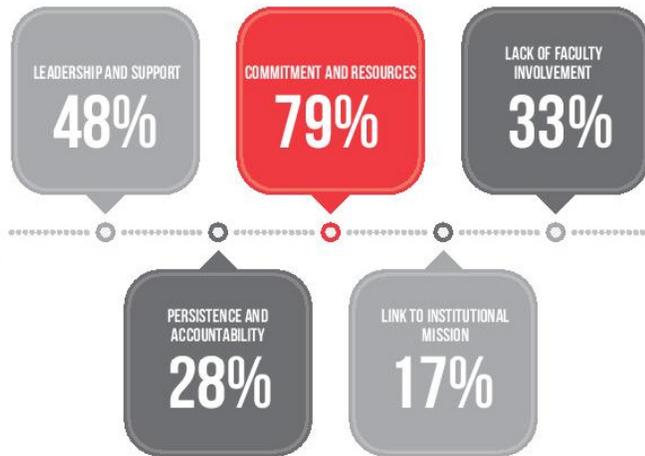
Said their institution was actively trying to attract international students to increase diversity & cross-cultural engagement.



Anticipate continued growth of international student enrollment over the next 10 years.

BIGGEST ISSUES & CHALLENGES FOR COMPREHENSIVE INTERNATIONALIZATION

International educators are being faced with the reality of stretching budgets to meet the diverse needs of their growing international student base, all while making sure that these students receive support during their transition. Coordinating an international move is often stressful, especially when students have more important tasks to focus on.



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