Filling Your Toolbox: Helpful Resources for Complex Student Affairs Work

University at Albany, Division of Student Affairs

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Agenda

• About Amelia
• About NASPA
• Big Issues in Higher Education
• Discussion Areas: Public Policy, Data, and Research
  • Current Themes and Recent Developments
  • Student Affairs Responses
  • Top Organizations to Follow
• 3 Tips for the Future
• Audience Q & A
About Amelia

- First job was picking tobacco
- Fraternal twin sister
- Sports fanatic (Go Eagles and Bulls)
- Mix of generation X and millennial
- Not afraid to try and fail
- First-generation college graduate
About NASPA

• NASPA is the leading association for the **advancement, health, and sustainability** of the student affairs profession.

• Our work provides high-quality professional development, advocacy, and research for **15,000 members** in all 50 states, 25 countries, and 8 U.S. territories.

• Divisions and Groups
  • Small Colleges and Universities Division
  • Community Colleges Division
  • Public Policy Division
  • Professional Standards Division
  • Commission on Equity & Inclusion
In today’s associations, it’s all about millennials

- Associations, Generation Y, and Millennials: What You Need to Know About Your Next Generation Members
  - Shelly Alcorn, Alcorn Associates Management Consulting

asae
The Center for Association Leadership

When Millennials Take Over
Preparing for the Ridiculously Optimistic Future of Business
Jamie Notter | Maddie Grant
Big Issues in Higher Education

• Mental health
• Alcohol abuse prevention
• Drug abuse prevention
• Sexual assault and gender-based violence
• Suicide
• Crisis management
• Gun violence
Functional Areas Frequently Added to and Removed from Student Affairs Divisions

**Added**
- Veterans’ Services
- Student Affairs Assessment
- Campus Safety
- Career Services
- Wellness Programs

**Removed**
- Career Services
- Financial Aid
- Intercollegiate Athletics
- International Student Services
- Admissions
Really Big Issues in Higher Education

• Closing the achievement gap
• **Building a socially just campus community**
• Increasing dialogues about race, religion, ethnicity, gender identity
• Increasing civic and democratic engagement
• **Bringing personalized learning to scale**
• Developing and leveraging technology
• Delivering high-impact practices
• Helping students develop cross-cutting skills in preparation for career and life
Educause’s 2017 Top 10 IT Issues

1. **Information security**: Developing a holistic, agile approach to reducing institutional exposure to information security threats

2. **Student success and completion**: Effectively applying data and predictive analytics to improve student success and completion

3. **Data-informed decision-making**: Ensuring that business intelligence, reporting and analytics are relevant, convenient and used by administrators, faculty and students

4. **Strategic leadership**: Repositioning or reinforcing the role of IT leadership as a strategic partner with institutional leadership

5. **Sustainable funding**: Developing IT funding models that sustain core services, support innovation and facilitate growth

http://www.edtechmagazine.com/higher/article/2016/10/educause-2016-security-still-top-issue-higher-education-it
6. **Data management and governance**: Improving the management of institutional data through data standards, integration, protection and governance

7. **Higher education affordability**: Prioritizing IT investments and resources in the context of increasing demand and limited resources

8. **Sustainable staffing**: Ensuring adequate staffing capacity and staff retention as budgets shrink or remain flat and as external competitions grows

9. **Next-generation enterprise IT**: Developing and implementing enterprise IT applications, architectures and sourcing strategies to achieve agility, scalability, cost-effectiveness and effective analytics

10. **Digital transformation of learning**: Collaborating with faculty and academic leadership to apply technology to teaching and learning in ways that reflect innovations in pedagogy and the institutional mission

http://www.edtechmagazine.com/higher/article/2016/10/educause-2016-security-still-top-issue-higher-education-it
How Do We Balance the Big and Very Big Issues?
VPSA Duties and Responsibilities: Time Allocation – 2015 NASPA VPSA Census

- **Administration**: Actual = 30, Ideal = 24
- **Crisis Management**: Actual = 12, Ideal = 5
- **Direct Interaction with Students**: Actual = 13, Ideal = 24
- **Finance**: Actual = 10, Ideal = 7
- **Fundraising**: Actual = 5, Ideal = 2
- **Personnel Management**: Actual = 16, Ideal = 12
- **Public Relations**: Actual = 6, Ideal = 5
- **Strategic Planning**: Actual = 12, Ideal = 18

Percentage of Time

- **Actual**
- **Ideal**
We are heading in the right directions!

• The Anthropocene: Human's Impact on the Ecosystem (M. Mallia)
  • This presentation embodies the creed "Think Globally, Act Locally."

• The Anatomy of Learning (Z. Neil)
  • The secret of our profession is we operate on brains all the time!

• The Worst Thing They Can Tell You is 'No' (L. Rotella)
  • [...taking on new challenges and pursuing new opportunities...]
Toolbox Area #1
Public Policy
Audience Poll

Have you had a conversation about public policy in the last month?
“The hardest challenge for students isn’t getting into college; it’s finding out a way to pay for college.”

-Dr. Carnevale
What I See: Critical Policy Areas That Connect to Student Affairs

1- Deferred Action for Childhood Arrivals (DACA)
2- Data Governance and Policy
3- Title IX Compliance
4- Student Loan Indebtedness
Public Policy: Current Themes and Recent Developments

• Deferred Action for Childhood Arrivals
  Proposed Legislation – BRIDGE Act

• Data Governance and Policy
  Student Privacy Concerns; Opt-In/Other Notifications
  Data Access

• Title IX Compliance and Transgender Student Protections
  Office of Civil Rights Guidance
  Religious Freedom Legislation

• Student Loan Indebtedness
  Borrower Protections
  Loan Repayment Options
How Are Student Affairs Divisions Responding?

• DACA → Sanctuary Campus Discussions
• Data Governance and Policy → Increased Communication with Students; Opt-Out Policies
• Title IX Compliance and Transgender Student Protections → Participating in on-the-ground networks for change
  • (Example: NASPA Acts)
• Student Loan Indebtedness → Increasing Focus on Financial Literacy Programming and Case Management Approaches
Top Organizations to Follow

• American Association of State Colleges and Universities (AASCU)
  Report - 2017 Federal Policy Preview:

• Institute for Higher Education Policy
  Group - PostsecData Collaborative:
  http://www.ihep.org/research/initiatives/postsecondary-data-collaborative-postsecdata

• Education Commission of the States (ECS)
  Report - Rethinking the Federal-State Partnership for Free Community College: Early indicators from Oregon:

• NASPA Research and Policy Institute
  Joint Report with ECS - Final Report: Partnership to Elevate Policy and Practice, Campus Sexual Violence and Guns on Campus:
Toolbox Area #2
Data and Research
Here is the data model that will change your life!
Many institutions have fewer than three full-time institutional research staff.

<table>
<thead>
<tr>
<th>Director and Professional OIR Staff</th>
<th>2-Year Institutions</th>
<th>4-Year Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 FTE</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>1 FTE to fewer than 2 FTE</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>2 FTE to fewer than 3 FTE</td>
<td>41%</td>
<td>35%</td>
</tr>
<tr>
<td>3 FTE to fewer than 5 FTE</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>5 FTE to fewer than 10 FTE</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>10 FTE or more</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>

N = 1,506 (459 responses from 2-year and 1,047 responses from 4-year institutions)

Source: Association for Institutional Research, 2016 National Survey of IR Offices
What I See: Critical Data and Research Areas in Student Affairs

1- Enrollment Management
2- Cost of Attendance
3- Drug and Alcohol Use
4- Learning Outcomes Assessment
Data and Research: Current Themes and Recent Developments

• **Enrollment Management**
  Predictive Analytics – Inclusion of Engagement and Behavioral Data (student ID cards, mobile apps)

• **Cost of Attendance**
  Increased Focus on Non-Academic Expenses (transportation, child care)
  Housing and Food Insecurity

• **Drug and Alcohol Use**
  ADHD Medication Misuse (“academic doping”); Return of Heroin
  Connections between Marijuana, Alcohol, and Other Drugs

• **Learning Outcomes Assessment**
  Federal Aid for New Types of Credentials
  Competency-Based Education Network
  Proliferation of Microcredentials
How Are Student Affairs Divisions Responding?

- **Enrollment Management** → Use of Early Alert Systems; More Sophisticated Interventions
  - Example: location tracking
- **Cost of Attendance** → More Communication with Students about Food Pantries and Housing Support; More Adoption of Completion Scholarships
- **Drug and Alcohol Use** → Increasing Number of Peer Education Programs
- **Learning Outcomes Assessment** → Development of Comprehensive Student Records
Top Organizations to Follow

• Young Invincibles
  Literature Review - Cognitive Information Processing:

• Ithaka S+R
  Report - Reconfiguring Auburn University’s Main Library for Engaged Active Student Learning:

• New America
  Report - Promise and Peril of Predictive Analytics:
  https://www.newamerica.org/education-policy/policy-papers/promise-and-peril-predictive-analytics-higher-education/

• NASPA Research and Policy Institute
  Group - Coalition to Prevent ADHD Medication Misuse:
  http://www.cpamm.org/
How to Continue Filling Your Toolbox: Three Tips

• **Focus on what’s ahead** – find connections between your role, the UAlbany student affairs division goals, and institution’s strategic plan
  • More low-income and first-generation students are coming to our campuses

• **Share frequently** – be a broker of new information, ideas, and effective strategies
  • Maintain connections after the conference; send “Just FYI” emails

• **“Many hands make light work”** - volunteer for a project that is both personally challenging and purposeful to another office, function, or division
  • Offer a unique data point, analysis, or report to your campus IR office
Shameless Plugs
2017 NASPA Annual Conference

San Antonio, Texas

March 10-15, 2017

Featured Speakers

• Anderson Cooper
• Chris Mosier
• Bree Newsome

conference2017.naspa.org
Sneak Preview: Assessment, Technology, and Communications Conference

The Suite Spot for Student Success: Collaborative Approaches for Improving Student Outcomes

• Co-Curricular Learning
• Holistic Support for Students
• Predictive Analytics
References


Thank You (and keep in touch)!

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