

## **SCCPA Annual Report**

### **1999-2000**

The 1999-2000 Board of Directors is to be commended for their outstanding efforts. For the first time in 20 years, and during SCCPA's 30<sup>th</sup> Anniversary Year, the American College Personnel Association (ACPA) recognized SCCPA as the Outstanding State and International Division of the Year (out of 33 groups). This report highlights these outstanding efforts.

#### **At Large Representative-Fred Bosarge, Lander University**

A survey of members and prospective members concerning their understanding and satisfaction with the role and programs of SCCPA was conducted in the Fall Semester 1999, first by means of inclusion in the SCCPA Newsletter, and then as a follow-up effort to elicit more participants via e-mail. A total of 27 participants responded, and the results were shared via e-mail with all SCCPA members early in the Spring Semester 2000. The results indicated that participants felt that they understood the role, mission and programs of SCCPA, and were generally satisfied with the way in which the organization met their professional needs. Given the relatively low rate of response after two efforts, the recommendation of the at-large representative is that consideration be given to making such a survey a once-every-two-years event rather than an annual activity.

In January, I was asked to assume the responsibility of drafting a strategic plan for SCCPA, with the intent of having such a document ready for action at the Spring Conference. A timeline for accomplishing that task has been developed, and a draft of the strategic plan will be ready to peruse, discuss, adjust, and (hopefully) finalize/approve in conjunction with the Spring Conference.

#### **Advocacy Committee Chair-Suzanne Price, Clemson University**

Assisting the Human Diversity Committee in drafting a response to the Confederate flag.

2000-2001 focus: Continue to be mindful of legislation impacting higher education in South Carolina.

#### **Membership Committee Chair-Ken Waldrop, Lander University**

September 1 – August 31 is membership cycle.

Number of institutions of higher education in the state

Two Year 17

Four Year Private 16 Four Year Public 15

Total 48

Thirty-nine of the above 48 (81.25%) institutions have members.

Historical membership

141 members two years ago

110 members last year

159 (45% increase from last year) members this year

52.7% of members retained from last year

26 (16.6% of membership) of members identified from diverse groups

43 (27.4% of membership) are dual members of SCCPA and ACPA

Recruitment programs that have been developed within the past year

Membership brochures sent to all student affairs professionals in the state.

First newsletter containing membership information sent to all student affairs professionals in the state.

Membership applications sent to current members in January asking them to encourage their colleagues to join, via the newsletter.

Executive board members on the board call and/or write student affairs professionals in area they represent (i.e. 2/4 year, public/private, etc.) asking them to join

Web page with membership information

Get-a-member campaign which allows members who solicit other members to gain monetary benefits toward future membership fees

Letter sent by SCCPA President to all Presidents and Senior Student Affairs Officers at every state campus in state soliciting membership

Executive board meetings held on different campuses around the state and student affairs professionals at local area campuses invited to join board for lunch

Offer a discounted membership to one person on a campus who has no members currently in SCCPA

Hosted a conference for academic advisors who are a new group to be served by SCCPA, yielding seven members this year.

Retention programs or activities developed within the past association year

Members who are still in the state and have not joined are called or sent a letter.

Email distributions and a web site with ready access to upcoming events or minutes of board meetings

Recruited and/or elected a very diverse group for the Executive board-30 members from 13 institutions

Personalized contact via mail, phone and email to follow up on membership

Recognize new members and professionals via the newsletter

Efforts made to further the Affirmative Action Plan in the areas of membership recruitment and retention

Executive board member representing Historically Black Colleges & Universities was added.

Calls were made and letter sent to under-represented minority members asking them to join.

SCCPA provided matching fund for SCCPA memberships to compliment ACPA memberships provided by the affirmative action mini-grant award. These are provided to people who have never been a member at our historically Black campuses.

Development of multicultural officers database begun.

Sponsored a drive-in conference on diversity in the spring

**Newsletter Co-Chair-Andrea Wyrosdick, Converse College and Lauri Yeargin, Winthrop University**

SCCPA printed 3 newsletters. The fall newsletter was sent to all student affairs professionals in the state. This was used as means of communicating the purpose of SCCPA and encouraging them to join. I strongly recommend this as a continued practice. The second newsletter was sent in the winter and was focused on balance as a theme. The final newsletter will be distributed after the spring conference and SCCPA history will be the focus.

The columns have included a President's letter, reports from Clemson and USC SPA, a formal welcome to new professionals, announcements of good news, position changes,

and review of board meeting minutes. Each newsletter is centered on a theme, and members write articles around that theme. Highlighting programs at institutions as well as individual accomplishments are also submitted. News affecting professionals, legislative updates, SCCPA events, and interesting occurrences are also reported.

In 2000-2001, exploring the option of an on-line newsletter, increasing submissions, and continuing to write pertinent and interesting articles should be a focus. The newsletter is clearly considered one of the benefits of membership and contents should reflect it as a benefit. The newsletter should continue to be edited by two individuals, and they should work better with their committee in the solicitation and writing of articles.

### **Historian-Jim Kiser**

This year has been dedicated to:

1. Maintaining the excellent historical files that have been developed by previous Historians.
2. Identifying parameters for SCCPA historical materials.
3. Securing Board approval of items that must be archived.

For consideration in 2000-2001:

1. Where advisable, reorganizing materials for easier accessibility and use.

Developing procedures for making historical materials readily available to the Board as well as other SCCPA members who express the need to gain access.

### **President Elect-Amy Wyatt, Clemson University**

Goals:

To continue work on the policies and procedures manual

To coordinate the fall and spring conferences

Goals for next year:

To complete the policies and procedures manual

To complete the strategic plan for SCCPA

### **Conference Chair Report**

## **Fall Conference-Lauri Yeargin, Winthrop University, and Amy Leahy, Clemson University**

The theme for the fall conference was "In Response to Violence" and was held at Winthrop University on October 15, 1999. Nine breakout and six round table sessions were offered. 76 professionals and graduate students from across South Carolina attended, and the conference made approximately a \$900 profit due to grants from ACPA and ASJA. Evaluations were positive overall, with no major complaints.

### **Accomplishments**

More than 70 participants attended the conference

Diverse representation from across the state participated

Responded to a current issue, of violence in educational settings. Session topics included character and civility, relationship violence, work-place violence, hate crimes, computer crimes, victim assistance, and trauma response strategies.

Coordinated two enlightening speakers. Dr. Lawrence Bergmann, who is the president of Post Trauma Resources in Columbia, addressed the fact that violence can permanently impact a person's life, and that violence can happen anywhere at anytime. Chris Hawley, a freshman at New York University, discussed campus violence from a student's perspective, addressed the needs of gay, lesbian, and bisexual students, and talked about his ideal way for administrators to respond to violence.

## **Spring Conference-Kevin Koett and Amy Leahy, Clemson University**

### **Goals**

Encourage participation of upper-level Student Affairs administrators in the Spring Conference.

Create and lead effective conference planning committee

Develop a conference theme that acknowledges and commemorates the thirtieth anniversary of SCCPA.

Design a career networking program that encourages greater participation.

Support the membership drive.

Maintain conference participation of beach-lovers. ☺

### **Accomplishments**

As of March, received information that the Vice Presidents for Student Affairs from Clemson University, USC, and College of Charleston all planned to attend the conference.

Formed a planning committee consisting of more than 10 members from Clemson, Winthrop, College of Charleston and USC. Also formed five subcommittees within the group to oversee 1-swap shop, 2-mentor resource guide, 3-on-site registration, 4-door prizes, and 5-program selection.

**Will commemorate SCCPA's 30<sup>th</sup> anniversary with the conference theme "Celebrating our Past and Preparing for the Future ~ 30 Years of History in the Making", and by honoring past presidents at the Awards Brunch on Sunday.**

**Developed the concept of a "Mentor Resource Guide", in which administrators with experience in the field of Student Affairs will serve as a source of information and provide advice for newer members of the field. We hope that this will increase the number of people who participate in networking activities.**

Included membership applications in Conference Packets.

### **SCCPA Drive-In Workshops-Suzanne Price and Bill Purkerson, Clemson University**

The 1999 Academic Advising Workshop was created to reach student personnel colleagues who have historically not been involved with SCCPA. Utilizing announcements and registration materials, we were able to advertise and offer membership to this unique group, while at the same time providing a much needed opportunity for collaboration and training. SCCPA membership was explained to the group. Evaluations from the 25 participants were overwhelmingly positive and 6 joined SCCPA.

The spring 2000 Administrative Assistants in Student Affairs Workshop is April 20, 2000. The program will be held at Clemson in the President's box at the football stadium (many thanks to Almeda Jacks, Vice President at Clemson). There will be an instructional session presented by Jeanine Ward-Roof, as well as a presentation from a peer administrative assistant. There should be space for 50 attendees.

### **Past President-Bill Purkerson, Clemson University**

In late November, the Past President selected 3 persons to serve on the nominating committee. The committee works to recruit SCCPA members from different schools and to get new persons involved in the organization.

A nomination form was placed in the December newsletter to remind SCCPA members that elections would be coming up soon in February.

Nomination forms were mailed to all members of SCCPA and Senior Student Affairs Officers at all South Carolina colleges and universities in late January. This was done in conjunction with the Awards committee in one inclusive flyer. This concept was to entice members to nominate persons for awards and for election positions. The deadline for nominations to be submitted was February 25th.

After receiving an average number of nominations, nominees were contacted to see if they were interested in appearing on the ballot. Many persons, who were nominated, declined the offer due to lack of time and other organizational and job commitments. The nominees who were able to accept the nomination appeared on the ballot.

The ballots are due on April 3rd and will be counted on April 4th. Winners will be notified thereafter and encouraged to attend the Spring Conference, where the President will install them.

The goals of the committee are:

1. Comprise a slate of officers with at least two (2) nominees per office
2. Comprise a slate of officers that is representative of the diversity of our membership
3. Make verbal contact with all nominees to ascertain their interest for being on the ballot
4. Inform all nominees of their status prior to the Spring Conference

### **Public Institution Representative-Darryl Bridges, Francis Marion University**

#### *Accomplishments for 1999-2000*

Personally contacted the Chief Student Affairs Officer of each public institution not represented in SCCPA and provided membership information packet to them for distribution among staff (benefits and advantages, membership forms, etc.).

Contacted and consulted with members from other Public SC state schools at various meetings, conferences, and activities in and outside of South Carolina.

Represented public institutions in the SCCPA board meetings, electronic discussions, and other SCCPA Activities.

Participated in board activities, and provided input and insight into board decisions.

#### *Recommended Goals for 2000-2001*

Establish an official contact for each public school in order to more effectively communicate and disseminate information.

Establish electronic communication with representative from each public institution to solicit issues to be addressed through SCCPA.

Work with the membership chair to increase membership base for public institutions.

Work with conference chair to solicit quality programs addressing the needs of public institutions.

### **Technology Committee-Linda Yount, USC**

This year brought the opportunity to establish a website for SCCPA. Currently hosted on the Division of Student & Alumni Services web server at the University of South Carolina, the site has grown over the last few months to include current events, an archive of meeting minutes and newsletters, member directory, as well as the mission of the organization. It is an excellent venue for getting information out to the masses and for quick access to membership applications, conference registrations, etc.

Future plans for the site include an archive of photos of past events, downloadable files (mailing lists, brochures), and any other items that will make the site useful and attractive to our audience.

### **Carolina View-Viki Sox Fecas, USC**

This has been a year of transition and, therefore, a year of opportunity. With the retirement of Paul Fidler, Carolina View's Editor who saw the move from print to on-line journal, SCCPA had an opportunity to intentionally chart a course for its continued viability and usefulness to student affairs practitioners.

Carolina View was 'launched' in 1986 as "not another research journal for educators...(but) as a forum for new ideas. This publication will have succeeded: if readers gain new insights into how to strengthen the undergraduate student experience, if authors refine and clarify their ideas and findings, and if faculty and student services workers better understand each other and their student clientele" (Char Backman and LaVeta Small, Editors). Exclusively the Division of Student Affairs at the University of South Carolina initially supported it. It offered the opportunity to submit articles, dialogues, *In the Field* articles, kaleidoscopes, and book reviews. It had written guidelines and an editorial board comprised of faculty and staff from USC.

Under Paul's leadership, a collaborative opportunity was proposed to rejuvenate the journal, with SCCPA in the middle 1990s. The motion passed and Paul was appointed as Chair. He sought to be inclusive in its editorial board expanding this role to include "SCCPA senior scholars and faculty members in S.C. higher education and student personnel administration programs (Carolina View archives)."

With his retirement, and before another Editor was appointed, Donna Hight, SCCPA President, consulted with Dennis Pruitt, Vice-President for Student and Alumni Services

at USC; I was appointed as the liaison between SCCPA and Carolina View in the interim. Subsequent to those conversations, Dennis suggested that SCCPA "take the Carolina View (strongly consider name change)" .... use it as your professional journal...we'll still help technically, put it on line...I would also suggest you consider producing the journal as a practitioner piece, like ACPA's About Campus, rather than a scholarly journal...as you may generate more interest in writing." The Division – while not having time to involve itself in the production and publication – does want the state to have this service. Donna and Dennis decided that I would be named editor.

Donna and I talked about these recommendations and sought input from the SCCPA Board and previous editorial board members. Synthesizing this information, I plan to bring a recommendation to the membership at the Spring Meeting that SCCPA, as sole proprietor, change the name and focus of this journal which will allow the "memory of Carolina View to be intact for the past editors and the Division (Pruitt)."

### **Private School Representative-Haven L. Hart, Converse College**

This year, thanks to the cooperation of Ken Waldrop, Membership Chair, I was able to write to all current and new SCCPA members from private institutions in South Carolina. Also, a letter was sent to the Chief Student Affairs Officers in the state telling them about SCCPA and asking for their participation in the organization. We have received a good response from these institutions and many new members from private schools have joined SCCPA.

I heard from two new private school members who requested spring conference information. I then worked with the conference co-chairs to facilitate that request. Another issue, which was discussed, was that of organizing a roundtable discussion for private school representatives at the spring conference. However, after discussion with several colleagues, it was difficult to determine enough discussion items to substantiate a program. For example, we could discuss FERPA, allocation of student fee monies, and how these issues affect private schools. However, it was decided that these are matters, which pertain to student affairs in general and would benefit all of SCCPA's membership.

I recommend that the purpose and goals of the Private School Representative be explored. It is a valuable and necessary position on the SCCPA Board, but I feel that there is more that the person in this position can do.

### **Human Diversity Committee Report-Ricardo Hall, Clemson University**

For the 1999-00 academic year, the Human Diversity Committee had two primary goals:

To increase the membership of individuals from diverse populations, and

To increase participation by target group members in leadership, networking, and activities.

1. Increased diversity of the membership is due, in large part, to the work of the Membership Committee. New members who indicated an interest in the committee have been contacted and offered a position on the committee. The Human Diversity Committee has also continued the work of the previous committee chairs in awarding SCCPA (and ACPA) memberships to student affairs professionals at each of the six South Carolina Historically Black Colleges and Universities (HBCUs). The mini-grant was expanded in 1999-00 to include four additional memberships to minority student affairs staff members at South Carolina historically Predominately White Institutions.

**Success:** This mini-grant has been well received by ACPA. By expanding the award from 6 to 10 members, the potential for involvement of a diverse membership is increased.

**To be addressed:** Identifying potential recipients has been very challenging. Some of the institutions were initially unresponsive to telephone and email messages. Once contact was made, some of the CSAOs seemed unenthusiastic, as if SCCPA was pandering to them (this is only a personal observation, as I was the person who made all contact with each institution.)

Future committees might poll the CSAOs at each of the state's HBCUs on whether they believe the mini-grant to be a good idea and, if so, come up with a smoother process to identify recipients and administer the mini-grant.

2. Increasing participation of our diverse membership in leadership, networking, and activities is an ongoing concern. To assist in networking and SCCPA mailing distribution, a "South Carolina Multicultural Affairs Directory" was created and distributed to board members.

**Success:** The directory identified 37 Directors of Multicultural Affairs (or the campus equivalent) on campuses throughout the state.

**To be addressed:** As was apparent during the telephone poll that was conducted, several of these positions are currently either not staffed or in some sort of transition. It is important that the directory be kept current and distributed to the membership. It was also suggested that the information be distributed to the board in mailing label format.

An unexpected issue that has come up for the Human Diversity Committee has been how, or if, to address the NAACP's tourism boycott of South Carolina in response to the Confederate Battle Flag being flown over the State House. A resolution has been drafted and will be discussed by the membership during the Spring 2000 Conference.

### **Historically Black Colleges and Universities Committee-Brenda Ishmael, Claflin College**

During the 1<sup>st</sup> year of the HBCU committee, I feel as if the main goals were accomplished. The committee chair expressed concerns HBCUs had in the state. Some of those concerns were:

HBCUs feel as though they are left out of the loop.

HBCUs feel as though non-HBCUs are not sure about the mission and goals of their institutions.

HBCUs need more exposure and need to brag more about the good things that are happening on their campus.

HBCUs need to be more involved in SCCPA.

As a result of SCCPA having an HBCU Representative, I feel as though HBCUs in SC are beginning to gain more recognition. Letters were sent out to all HBCU Vice Presidents for Student Affairs, encouraging them to become a part of SCCPA. Shortly after that I followed the letter up with a phone call.

As a result of SCCPA and the HBCU Rep., all South Carolina HBCUs are represented in the membership of SCCPA. I encourage SCCPA to continue to target HBCU professionals. Sometimes HBCU professionals feel as though they do not belong and they are not quite ready to step out of their comfort zone. If a member from SCCPA were to call or write a letter to HBCU they may feel more inclined to become involved. I think the HBCU Rep. is a great idea and it should be continued.

In the future more articles should be written for the newsletter spotlighting HBCUs and the HBCU representative should continue to be someone who has been involved with SCCPA in the past.

### **USC SPA Representative-Beth Pratt**

As the SPA representative for USC, I have carried out the traditional duties of the position, in addition to taking on additional responsibilities. I appreciate the SCCPA Executive Board's support of my position.

In regards to the traditional responsibilities:

I have attended the SCCPA Executive Board meetings and served as a voice for all USC SPA members.

I have facilitated SCCPA membership for new and returning SPA members by: 1) inviting Donna Hight, SCCPA President, to a SPA meeting to speak on the benefits of SCCPA and 2) distributing and collecting membership forms from all SPA and SCCPA members.

I have helped to coordinate graduate student participation in both the Fall Drive-In Conference and the Spring Annual Conference.

The goal I set for this position was to collaborate with the Clemson SPA and other SCCPA members more than in past years. In February, the USC SPA, Clemson SPA, and SCCPA sponsored a "Careers in Student Affairs" roundtable at the annual Student Leadership Training Conference (SLTC). Also, we collaborated with the Clemson SPA by holding a joint tailgate for the annual Clemson vs. USC football game.

In preparing Suzette Walden, who will replace me, for this position, I am passing down my notebook as well as a list of suggestions for next year, including more collaboration with other members and institutions and more involvement from the USC SPA in the activities of SCCPA.

### **Treasurer-Tony Cawthon, Clemson University**

A full report will be available separate from this report. SCCPA has approximately \$12,000 in the bank.

### **Clemson SPA Representative-Eric Wood**

#### *Achievements*

1. Parent's night out fundraiser
2. Student Affairs T-shirt Sale - fund raiser
3. Guest speakers: Covering topics including job search, interviewing skills, resume writing, attending conferences and the history of Clemson SPA
4. Sponsored a study session for those taking comprehensive exams.
5. Two presenters at GSFF
6. Christmas Social
7. Participated in Canned food Drive
8. Career in Student Affairs Week

SCCPA conference

### **Secretary-Meredith Mims, Clemson University**

In order to alert SCCPA members of the Board's activities, the minutes were placed online on our SCCPA website at <http://www.sa.sc.edu/sccpa/events.htm>.

Reminders went out for each meeting either from the secretary or the president. Board members preferred communicating through email because it is a fast and efficient way of communicating.

Minutes were placed in the SCCPA Fall Newsletter. This newsletter was sent to all student affairs/services professionals around the state of South Carolina.

Minutes were sent via email to all Board Members. For the Board Members that did not attend meetings, the handouts from the meeting were sent to them.

The last SCCPA Board meeting was canceled, due to low response for attending in person, and the meeting was held through emails. It was difficult to capture and write a synopsis of the board meeting minutes. If SCCPA decides to have more meetings in this fashion the role of the secretary will need to change.

### **Director of Development-Holly Hallmann, USC Columbia**

This year the organization began an evaluation of its fundraising activities. Initiatives included:

the development of individual and institutional/corporate giving levels;

guidelines to assist with the procurement of funds including stipulations that the organizations' guiding principals and mission should always guide fundraising efforts;

honorary membership be established and conferred by the Board;

development of recognition programs for corporate and institutional members.

### **Two Year Representative-Carol Paguntalan, Piedmont Technical College**

#### *Successes 1999-2000*

Spoke at "Counselors' Conference" for SC Technical colleges about SCCPA (approximately 100 counselors in attendance) and provided membership information, September 1999.

Provided information about SCCPA at Piedmont Technical College Student Development Conference participants (approximately 160, from the Southeast), February 2000.

Through the SC Technical College Peer Group network, shared information about SCCPA activities and membership.

#### *Suggestions for 2000-2001*

Especially target efforts to 2-year colleges not associated with the technical college system

Conference call-for-proposals prior to conference registration, so that information about sessions can be included in registration materials. Also, consider a change from weekend conferences.

**Reports Not Yet Available**

Awards-Sheila Hill, Presbyterian College, and Laura Puckett-Boler, USC Spartanburg

Respectfully Submitted,

Donna L. Hight

President

4/14/2000