

2010 ANNUAL REPORT



**Advancing Campus Activities
in Higher Education**

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MISSION, VISION *and* VALUES

MISSION

To advance campus activities and its contributions to higher education through learning and entertainment

VISION

To be the premier association for campus activities and essential to the success of our members

VALUES

NACA shares a belief in and commitment to:

- Supporting a collaborative environment among members and other organizations;
- Timely and effective communication;
- The development of an inclusive culture;
- Ethical behavior;
- Responsible fiscal management of the organization;
- Respect for individual points of view and philosophical perspectives; and
- Commitment to the timely use of appropriate technology to enhance programs and services.



DIVERSITY

NACA's Definition of Diversity

Diversity is an attribute and a goal. As an attribute, diversity is ethnic identification/race, gender, disability, sexual orientation, age, religion, economic status and the many other aspects of our lives which define the family of humanity. As a goal, diversity refers to the intentional valuing, respecting and inclusion of all peoples. NACA recognizes the diversity of all its members and supports the development and implementation of programs and services that achieve this goal.

NACA Non-Discrimination, Diversity Advancement and Affirmative Action Principles

NACA is committed to advancing diversity development and the principles of equal opportunity and affirmative action through its respective programs, services and volunteer involvement. To ensure compliance with the principles, the Association:

- Will not discriminate on the basis of race, color, religion, economic status, gender, sexual orientation, national origin, age, ethnic background, or disability in any of its policies, procedures, or practices;
- Will promote vigorous efforts to enhance, develop, and increase a diverse volunteer pool in all areas of the Association;
- Will actively promote diversity in its programs and services;
- Will expect all volunteers and NACA Office staff to consistently display a sensitivity to diversity and the principles of affirmative action;
- Will promote the importance of eliminating discriminatory and/or culturally insensitive language, behavior, and content from NACA-sponsored activities and will urge all members and guests of the Association to cooperate in this effort. There is no intent to support censorship. The purpose is to induce thought and advance planning in an effort to ensure that showcase performances, Campus Activities Marketplace displays, educational sessions, and other NACA-sponsored activities reflect appropriate diversity and sensitivity in their plans and actions.

NACA CIVILITY STATEMENT

Prominent among the values that define the NACA community is civility, which includes mutual respect, fairness, and politeness. Membership in any community requires a concern for the common good for all who belong to that community. Each individual may possess different ideas, as well as different ways of communicating those ideas, particularly in a community as varied and diverse as an association. Because of these differences, respect and civility are integral to maintaining the quality of the association environment. Respect and civility should therefore be afforded to all individuals regardless of role within the association. This includes treating people with courtesy and consideration, acting and speaking judiciously and behaving professionally.

All members of the association community are called upon to promote and value this ethic of common respect and civility. We will encourage discussion with a goal of instilling an appreciation for the importance of fair-mindedness, personal responsibility, and respect for differing opinions. At such occasions, members will always be strongly encouraged to observe common standards of decorum and to display a respectful tenor. We will also consider appropriate steps to be taken when members of our community do not respect these standards.



STRATEGIC PLAN

Goal 1: Professional Development

Through the development of a comprehensive educational strategy, NACA will be the preeminent learning source for its members.

Actions to be taken: Use the *Steps to Individual Excellence as a Campus Activities Professional* and the *College Student Leader Competency Guide* as the foundations for volunteer and curriculum development. Evaluate and modify the new Regional Conference Program Committee structure. The National Volunteer Development Team will examine and improve the various components of volunteer engagement.

Goal 2: Research

Through NACA's efforts, there will be a robust research agenda that advances campus activities in higher education.

Actions to be taken: Continue to grow the year-old digital library. Review data from the Student Affairs Assessment & Knowledge Consortium. Refine the research agenda for the association and promote participation in research grant programs.

Goal 3: Knowledge Source

NACA will be increasingly considered the most credible and trusted source of information about campus activities among our members, higher education and the entertainment industry.

Actions to be taken: Serve as a resource for data about campus activities and the college market overall; Further develop the NACA brand by solidifying the message, developing concepts and ensuring consistency; Market the value of this information to all constituencies.

Goal 4: Inclusive Membership

NACA will develop and implement programs and services that support its diverse and inclusive membership culture.

Actions to be taken: Collaborate with state and local campus activities organizations in an effort to provide educational opportunities to professionals and students. Explore the possibilities of international relationships to position the members of the Association for a global education and entertainment marketplace. Engage members and non-members through e-learning and social media to develop a stronger, more frequent connection to the Association.

Goal 5: Business Networks

All NACA members will see increased value in their participation and access to business opportunities.

Actions to be taken: Explore non-dues revenue sources including new sponsorships. Improve the NACA website. Maximize opportunities to encourage and facilitate productive change, in part through reducing cultural and operational barriers within the Association which may impede change. Increase opportunities to preview talent via technology.

Goal 6: Advocacy

Through proactive advocacy, NACA will increasingly influence the dialogue on campus activities issues. (This is a long-term goal.)

MAIN GOALS *and* PROGRESS REPORT

NACA embarked on an Association-wide Self Study to identify the strengths, weaknesses, opportunities and threats (SWOT) of five major areas of the Association, including the degree to which the units are approximately and successfully supported.

The five major areas of consideration in the Self Study Committee included:

- Structure of Association and Division of Responsibilities
- Marketing/Communication/Publications
- Volunteer Management and Training
- Programmatic Offerings
(Including Entertainment Buying, Convention, Conferences, Summer Institutes, Special Events)
- Educational Opportunities

The committee's findings are being used to assess the current campus strategic plan, as well as provide valuable information about revisiting the strategic plan.

The first meeting of the NACA Self Study Committee was held in February 2010 at the 50th Anniversary NACA National Convention. The 15-member Self Study Committee was appointed by the 2009-10 Chair-Elect, and a final report was submitted in December 2010.



NACA PROGRAM PROFILES *and* NUMBERS

Meetings and Events

At NACA events, members have the opportunity to attend educational sessions, network with peers and associates and view entertainment options live during showcases.

The 2010 NACA National Convention—the Association’s 50th anniversary celebration—was held in Boston, MA, in February 2010.

School delegates – 1,950
Schools represented – 423
Associate delegates – 318
Exhibitors – 172

Six of NACA’s seven regions host their regional conference in the fall, with one offering its conference in the spring. One of our regions also offers a spring festival.

Nearly 48 colleges and universities participated in the Graduate Program Fairs at the 2009–2010 Regional Conferences, the third year of the program.

2009–2010 NACA Institutes

NACA’s are a great opportunity for specialized training for both staff and students.

Student Organizations Institute

The number of student organizations on college campuses has grown significantly over the last decade and the need for greater support and oversight has increased at the same time. The NACA/ASCA Student Organizations Institute, introduced in 2010, offers higher education professionals and student organization advisors the opportunity to deepen their understanding of the principles related to advising, risk management and student conduct and to enhance their skills in these areas.

Huge Leadership Weekend

The mission of Huge Leadership Weekend is to provide students with continued development and growth in areas of citizenship and service, effective programming, ethics and character, interpersonal skills, organizational development and personal development.

Concert Management Institute

The NACA Concert Management Institute offers students and staff an educational opportunity to enhance basic skills required to select, promote and produce major concerts on campuses.

Programming Basics Institute

The NACA Programming Basics Institute is geared toward new college student programmers who have little or no experience coordinating campus programs and events.

Risk Management Institute

The NACA/Stetson University Risk Management Institute offers higher education professionals the opportunity to deepen their understanding of risk management principles and to enhance their skills in managing the risks of college student activities.

National Leadership Symposium

The National Leadership Symposium is a professional development experience designed for faculty members, student affairs professionals and other education practitioners involved with promoting college student leadership education.

Student Government Institute-West

Student Government Institute-East
The NACA Student Government Institutes assist student governments in the development of strong, effective, student-driven leadership on campus.

MEMBERSHIP *and* BLOCK BOOKING NUMBERS

National Associate	365
Associate Branch	18
Non-Profit Affiliate	19
Regional Associate	239
School	949
Standard Affiliate	7
School Departmental	65

During the 2009-2010 NACA Conference/Convention season 5625 Block Booking forms were processed between 518 schools and 204 associate member agencies/firms for 588 different artists/programs.



NACA HALL *of* FAME

NACA Hall of Fame Award

The Hall of Fame Award was established to honor and recognize individuals or groups who have appeared on national or regional showcases and have distinguished themselves in the arts. Nominations may be submitted by any member of the Association.

NACA Hall of Fame Recipients

2010	Great Big Sea	1989	Hank Williams Jr.
2010	Jeff Dunham	1988	Neil Diamond
2008	Howie Day	1987	Roy Clark
2008	Caroline Rhea	1986	B.B. King
2006	Dane Cook	1985	Simon and Garfunkel
2005	Dave Chappelle	1985	Chicago
2003	Jay Leno	1984	Jimmy Buffett
2002	Jon Stewart	1983	Linda Ronstadt
2000	Jay Mohr	1982	Harry Chapin
2000	Anthony Clark	1982	Oak Ridge Boys
1999	Vince Gill	1981	Kenny Rogers
1999	Michael Hedges		
1997	Mary Chapin Carpenter		
1994	Maynard Ferguson		

*Bob Hallett of
Great Big Sea*



PARTNERSHIPS *and* COLLABORATIONS

Student Affairs Assessment & Knowledge Consortium

The Consortium is a first-of-its-kind program that coordinates campus-wide assessment data and benchmarking analysis. This is a partnership that includes StudentVoice, the National Association for Campus Activities (NACA), the National Association of Student Personnel Administrators (NASPA), the National Intramural-Recreational Sports Association (NIRSA), the National Orientation Directors Association (NODA) and the Association of Student Conduct Administration (ASCA). During the first year of the Consortium, a primary area of study and scholarship has focused upon the area of campus activities.

Association for Student Conduct Administration

The NACA/ASCA Student Organizations Institute offers higher education professionals and student organization advisors the opportunity to deepen their understanding of the principles related to advising, risk management and student conduct, and to embrace their skills in these areas. The Student Organizations Institute debuted in July 2010.

Additional Partnerships

- American College Personnel Association (ACPA)
- Association of College and University Housing Officers – International (ACUHOI)
- Association of College Unions – International (ACUI)
- Association of Fraternity/Sorority Advisors
- Collegiate EmPowerment
- Council for the Advancement of Standards in Higher Education (CAS)
- Council of Higher Education Management Associations
- Inter-Association Task Force / National Collegiate Alcohol Awareness Week
- Learning Reconsidered Institute
- National Association of Colleges and Employers
- National Association of Student Personnel Administrators (NASPA)
- National Clearinghouse for Leadership Programs
- National Hazing Study
- National InterFraternal Foundation
- National Orientation Directors Association
- National Resource Center for the First-Year Experience and Students in Transition
- Stetson University College of Law / Risk Management Institute
- Student Affairs Global Experience (SAGE)
- Student Affairs Higher Education Consortium
- The Placement Exchange

RESEARCH GRANT RECIPIENTS

Comprehensive Award Recipient

Impact of Working/volunteering in campus activities on student learning

Tina Samuel Powellson, Ph.D.

Associate Director for Leadership Development

Campus & Community Life, Division of Student Life

Indiana University – Purdue University Indianapolis

A \$2,500 grant awarded for their study, entitled “*Student Event Planning Using Risk Management: A Moral Process?*”



Tina Samuel Powellson, associate director for leadership development at Indiana University-Purdue University Indianapolis (IUPUI), is the recipient of the 2010 NACA Research Grant for her proposal: *Student Event Planning Using Risk Management: A Moral Process?*

The NACA Research Grant is designed to encourage the development and dissemination of knowledge that has the potential to improve the experiences of college students.

In her position at IUPUI, Powellson coordinates a leadership program and teaches a leadership course. She advises the Undergraduate Student Government and university funding board. In addition, she supervises several areas of student activities and programs.

Powellson, a Galveston, TX, native, completed her bachelor's and master's degrees at Texas A&M University-College Station. Through her experience, she has developed a passion for the student experience in event planning and risk management. This is reflected in her research interest as she completes her doctorate at Indiana University-Bloomington, as she explores what students consider as they plan events and assess potential risks.

Secondary Award Recipients

Impact of online social networking on campus activities/life

Kimberly Nehls, Ph.D.

Executive Director for ASHE & Visiting Assistant Professor

Department of Educational Leadership

University of Nevada Las Vegas

A \$500 grant awarded for their study, entitled “*Anticipatory Socialization of New College Students: Connectivity Experiences on Facebook*”

Impact of and involvement in campus activities on academic performance/success

Rohry Flood

Director of Student Life

Chesapeake College (MD)

(On behalf of the Maryland Community College Activities Directors Association)

A \$500 grant awarded for their study, entitled “*A Multi-Institutional Investigation of Student Motivation to Participate in Service, Leadership, Shared Interest and Recreational Co-Curricular Programs and Student Activities at Two-Year Institutions*”

Advancing Research in Campus Activities Award

Marcia Kennard Kiessling

Assistant Vice Chancellor, Student Activities, Diversity and Special Projects

The University of North Carolina at Charlotte

Awarded for her study, entitled “*Student affairs professionals' practice of integrating spirituality into their work and its impact on holistic student development*”

NACA FOUNDATION *Contributors (2009 Annual Gifts)*

INDIVIDUAL GIFTS

Partners

(\$250+)

Theresa Beebe Novotny
Robert Beodeker
Laura Puckett-Boler
Ken Brill
Marilyn Bugenhagen
Dr. Lucy Croft
Alan Davis
Gail DiSabatino
Dr. Jonathan Dooley
Kevin Fahey
Jimmy & Cynthia Ferguson
Kristie Gerber
Thomas Hailey
Camille Hawthorne
Leslie Heusted
Cindy Kane
Maureen McDermott
Tanya McGinn
Matthew Morrin
Billye Potts
Rich Ramos
Steve Ransom
Susette Redwine

John Robinson
Stephanie Russell Holz
Kevin Schaudt
Chuck Simpson
Dr. William Smedick
Don Stansberry
Christine Storck
Paula Stuetgen
dr. beth triplett
Steve Westbrook
Regina Young Hyatt

Promisors

(\$100–249)

Ken Abrahams
Kenneth Bedini
Sara Boatman
Jason Coombs
Meg Cupernall
Michelle Delaney
Greg Diekroeger
Mark Hall
Frank Harris
Dorita Hatchett
Colleen Hennessy

April Isley
Thomas Matthews
MaryJo Mertens
Duane Orloske
David & Judy Ross
Meagan Sage
Ahmed Samaha
Caryl Stern
Max Vest
Richard Veilleux

Contributors

(\$5–99)

Dan & Renee Ashlock
Heather Barbour
Kenneth Best
Eric Bernstein
Dr. William Brattain
Mark Constantine
Ann Coyne
Michael Daniels
David DeAngelis
Brooke Donovan
Dennis Fahey
Robert Fink

Laura Hoffman
Jon Khairallah
Ryan Kocsondy
Kimberly Lachut
Tim Lorenz
John Lucey
Hugh McLaughlin
Gregg Meyer
Maura McCool
Michael Miller
Cara Montano
Corey O'Brien
Chelsea Redger
Steve Rose
Frank Sargent
Jon Shyer
Heather Smith
Dr. Gayle Spencer
James Spinnato
Ernie Stufflebean
Zauyah Waite
Beth Waltrip
Brian Wooten

NACA FOUNDATION *Contributors (2009 Annual Gifts)*

CORPORATE GIFTS

School/Company Pacesetters

(\$1,000–4,999)

Concert Ideas, Inc.
Fun Enterprises, Inc.
NACA Central
NACA Mid America
NACA Mid Atlantic
NACA Northeast
NACA Northern Plains
NACA South
NACA West
Wacky Wax

School/Company Promisors

(\$500–999)

Albertus Magnus College
Bryant University
Herff Jones Photography
Johnson & Wales University
Party Vision, LLC.
Roger Williams University
Stonehill College
The Party People, Inc.
University of Connecticut-Storrs

School/Company Contributors

(\$100–499)

Anna Maria College
Eastern Connecticut State
University
Six Flags Great America
Southern New Hampshire
University
Suffolk University
Western Connecticut State
University

SCHOLARSHIP RECIPIENTS

NACA East Coast Undergraduate Scholarship for Student Leaders

Christopher Hollander, Monroe Community College (NY)
Corey Koenig, Moravian College (PA)

NACA Southeast Region Student Leadership Scholarship

Bryan Tureaud, University of South Carolina
Jennifer Prince, Meredith College (NC)
Courtney Lane Broussard, Beville State Community College (AL)
Mary Jordyn Elrod, Samford University (AL)

Multicultural Scholarship Program

Kristin Jarrett, Vanderbilt University (TN)

NACA Regional Council Student Leader Scholarships

NACA Central: Molly Hamm, Kansas State University
NACA Mid America: Elizabeth Mary Skarr, Benedictine University (IL)
NACA Mid Atlantic: Anna Drachuk, John Hopkins University (MD)
NACA Northeast: Michael Hull, Bristol Community College (MA)
NACA Northern Plains: Leif Olsen, University of Dubuque (IA)
NACA South: Paula Hagan, North Carolina State University
NACA West: (Martha) Emily Isensee, Pacific Lutheran University (WA)

NACA Foundation Graduate Scholarships

Daugherty Award: Stephanie Ann St. Jacques, Kent State University (OH)

Ross-Fahey Scholarships

Casey Bandarra, Eastern Connecticut State University
Jody Poth, University of Connecticut

Scholarships for Student Leaders

Public Media/Films Inc.: Fatima Smith, George Mason University (VA)
New England: Bryan Bierman, Springfield College (MA)
Illiana: Lori Hicks, Ivy Tech Community College (IN)
East Coast: Laura Bolden, Rensselaer Polytechnic Institute (NY)
Unnamed Student Leaders Scholarship: Anna Mahalak,
College of William and Mary (VA)

Joseph D. Giampapa Student Leader Scholarship

Karen Castro, Otterbein College (OH)

Northeast Student Leader Scholarship

Katelyn Spurr, Johnson & Wales University (RI)
Sarah Potrikus, Eastern Connecticut State University
Megahn Aloisio, Bryant University (RI)
Allison Mulholland, Suffolk University (MA)
Christopher Leahy, Central Connecticut State University

Zagunis Student Leader Scholarship

Jeremy L. Johnson, University of Louisville (KY)

Teresa Caldarelli Scholarship

Jaimie Biermann, Grand Valley State University (MI)

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University (TX)



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ALAN DAVIS

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aland@naca.org



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**Reported campuses are at time of service to the NACA Board of Directors.*



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FINANCIAL REPORTS

Assets	2010	2009
Current Assets		
Cash and cash equivalents	\$196,345.00	91,694.00
Accounts receivable	240,935.00	30,802.00
Prepaid expenses	52,816.00	64,925.00
Other current assets	61,602.00	56,671.00
Total Current Assets	551,698.00	244,092.00
Investments	\$710,687.00	575,209.00
Property and Equipment		
Land.....	277,414.00	277,414.00
Building	599,101.00	599,101.00
Office furniture and equipment	1,148,528.00	1,160,100.00
Total Cost	2,025,043.00	2,036,615.00
Less accumulated depreciation	1,380,212.00	1,333,444.00
Net property and equipment	644,831.00	703,171.00
Other Assets		
Deposits.....	97,946.00	47,591.00
Total Assets	\$2,005,162.00	\$1,570,063.00

Liabilities and Net Assets	2010	2009
Current Liabilities		
Accounts payable and accrued expenses.....	341,631.00	152,709.00
Accrued wages	153,244.00	120,488.00
Deferred membership/ other fees.....	489,503.00	462,256.00
Line of credit	230,000.00	500,000.00
Short-term borrowing	0.00	50,000.00
Other current liabilities	177,654.00	38,840.00
Current maturities of long-term debt	76,775.00	54,122.00
Total current liabilities	1,468,807.00	1,378,415.00
Long-Term Liabilities		
Long-term debt, less current maturities	272,836.00	450,300.00
Total liabilities	1,741,643.00	1,828,715.00
Minority interest.....	42,000.00	42,000.00
Net Assets (Deficit)		
Unrestricted		
Board Designated	710,687.00	575,209.00
Undesignated.....	(489,168.00)	(875,861.00)
Total net assets (deficit)	221,519.00	(300,652.00)
Total liabilities and net assets	\$2,005,162.00	\$1,570,063.00

Educational Foundation**2010****Revenue and Other Support**

Contributions/sponsorships.....	\$43,347.00
Investment return	50,328.00
Total revenue and other support.....	93,675.00

Expenses

Program	18,926.00
General and Administrative	5,033.00
Fund Raising	17,414.00
Total expenses	41,373.00
Change in net assets.....	52,302.00

Net Assets

Beginning	386,775.00
Ending	439,077.00



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13 Harbison Way | Columbia, SC 29212 | 803.732.6222 | www.naca.org