

NACA® SPOTLIGHT



Always turn to the NACA® Spotlight for important deadlines, volunteer recognition and more about YOUR Association.

42
NACA® INSTITUTES

44
REGIONAL CONFERENCE
AWARDS

45
PROPOSALS SOUGHT
FOR 2015 NACA®
RESEARCH GRANT

46
THE PLACEMENT
EXCHANGE

47
NACA® FOUNDATION
CONTRIBUTORS

48
APP SPOTLIGHT

49
NACA® LEADERSHIP

52
10 QUESTIONS WITH...
Correy Robertson
Westmoreland County
Community College (PA)

2014 NACA® Institutes Yield Experience and Learning

“What will YOU do on your summer vacation?” began the 2014 NACA® Institutes brochure. For many NACA® members, it was likely an easy choice to say yes to at least one of the Institutes being offered at various locales throughout the US. However, the difficulty might have been deciding just which Institute to attend:

- **Huge Leadership Weekend at the John Newcombe Tennis Ranch (TX), May 29-June 1**
- **Programming Basics at Washington University in St. Louis (MO), June 5-8**
- **NACA® Summer Leadership Event at Walt Disney World® Resort Florida, June 19-22**
- **Concert Management at Marquette University (WI), June 24-27**
- **NACA®/ASCA/NIRSA/ACUI Student Organizations at Washington University in St. Louis (MO), June 25-27**
- **Student Government-West at Colorado School of Mines, July 10-13**
- **NACA®/NCLP National Leadership Symposium at the University of Tampa (FL), July 14-17**
- **Student Government-East at Old Dominion University (VA), July 17-20**

In recent issues of *Campus Activities Programming*®, we have been featuring comments, reactions and photos from Institute participants about what they learned and how the Institutes benefited them professionally and personally. (See the September issue for coverage of the NACA® Summer Leadership Event at *Walt Disney World*® Resort, the October issue for coverage of the Huge Leadership Weekend and the November/December issue for coverage of the Programming Basics and Concert Management Institutes.)

In this issue, we feature photos and commentary from participants of the NACA®/ASCA/NIRSA/ACUI Student Organizations Institute, the NACA®/NCLP National Leadership Symposium and Student Government East.



Delegates participate in a breakout session during the Student Organizations Institute.

NACA®/ASCA/NIRSA/ACUI Student Organizations Institute

This was the fifth year for the Student Organizations Institute, which offered higher education professionals and student organization advisors the opportunity to deepen their understanding of the principles in training advisors, risk management, legal issues, student group conduct and other topics related to working with student organizations. The Institute included a balance of traditional institute instruction style, as well as small-group breakout sessions and other networking opportunities.

The Institute was presented in partnership by the Association of College Unions International (ACUI); the Association of Student Conduct Administration (ASCA); the National Association for Campus Activities (NACA); and NIRSA: Leaders in Collegiate Recreation.



A panel discussion was among the learning opportunities offered during the National Leadership Symposium.

NACA®/NCLP National Leadership Symposium

The National Leadership Symposium was a professional development experience designed for faculty members, student affairs professionals and other educators involved with promoting leadership education at colleges and universities. The program was coordinated by NACA and the National Clearinghouse for Leadership Programs and included a variety of formats, exercises and conversations to engage different learning styles and preferences.

“Something I still find impactful from my Symposium experience, months later, is the idea of togetherness—that the ‘how’ of leadership development might look very different from campus to campus and position to position, yet the ‘why’ feels a little more universal,” said Colleen Arnett, Coordinator of Student Activities at the Oakland University William Beaumont School of Medicine (MI). “Having the opportunity to discuss leadership development with other professionals who care about this as a concept and a practice was both inspiring and motivating.”



Pictured are delegates participating in the Student Government East Institute.

NACA® Student Government East Institute

The NACA® Student Government East Institute assisted student governments in the development of strong, effective, student-driven leadership on campus. The Institute was designed to help define the role of student governments as liaisons for students and organizations.

“We found the [Institute] to be very informative,” said Heather Barbour, Director of Student Activities at Salve Regina University (RI). “It was interesting to meet representatives from a wide variety of student government structures. We were introduced to new SGA structures, functions and roles and were able to benchmark against other participants. My students found it useful to connect with students in the same role at other schools to compare responsibilities and share ideas.”

“The biggest benefit was seeing the structures of both small and large student governments, and meeting student leaders from across the country,” added Morgan Raynor, SGA Secretary at Salve Regina University.



A group of student government advisors pose for a selfie while participating in the NACA® Student Government East Institute.



On the last night of the National Leadership Symposium, these participants break for a photo. From left: Tyler McClain, Fairfield University (CT); Joanna Garcia, Florida International University; David Mattingly, University of Notre Dame (IN); Katie Kramer, Dominican University (IL); and Tyler Fisher, Texas Christian University.



From left are Morgan Raynor, SGA Secretary, and Andy Cirioli, SGA Treasurer, at Salve Regina University (RI).

Fall Regional Conference Awards Presented



NACA® SOUTH

Oct. 9-12, 2014

Myrtle Beach, SC

OUTSTANDING EDUCATIONAL SESSION AWARDS

Student: "Delegation & Retention: Keeping Your Boat Afloat," by Avien Gober and Katelynn Bauser, Georgia State University

Professional Staff: "Transitioning Your Programming Experience: A Mid-Level Manager's Guide to Supervision," by Katie Winstead Reichner, Christopher Newport University (VA), and Trici Fredrick, The College of William & Mary (VA)

COLLABORATION BETWEEN PROFESSIONAL STAFF AND STUDENT: "The Shark Tank: Navigating Corporate Sponsorships and Incentive Programs," by Raven Johnson, Tikayla Downing and Thanh Le, University of North Carolina-Charlotte

ASSOCIATE MEMBER: "Game of Groans: WINTER is Coming," by Amelia Fortes, Collegiate Empowerment, represented by Neon Entertainment (NY)

COLLABORATION BETWEEN ASSOCIATE MEMBER AND SCHOOL MEMBER: "Smooth Sailing: Positive Relationships between School Members and Agents," by Coz Lindsay, The College Agency (MN), and Adam Bell, Elon University (NC)

OUTSTANDING NEW PROFESSIONAL: Austin Arias, University of Tennessee-Chattanooga

OUTSTANDING CAMPUS ACTIVITIES PROFESSIONAL: Phillip Smith, Georgia State University

OUTSTANDING ASSOCIATE MEMBER: Gina Kirkland, Kirkland Productions (TX)

OUTSTANDING STUDENT LEADER: Amanda Hurite, Auburn University (AL)

OUTSTANDING MULTICULTURAL PROGRAM: "Around the World in 80 Bites," University Program Council, Auburn University (AL)

OUTSTANDING LATE NIGHT PROGRAM: "Symphony Under the Stars," Campus Activities Board, University of Central Florida

SOCIAL MEDIA AWARD: "Pantherpalooza Concert," Spotlight Programs Board, Georgia State University

BOARD OF EXCELLENCE:

1. University of Tennessee;
2. University of North Carolina-Charlotte

OUTSTANDING DELEGATION:

1. University of Tennessee-Chattanooga;
2. Embry Riddle Aeronautical University (FL);
3. Georgia State University



NACA® MID ATLANTIC

Oct. 16-19, 2014

Lancaster, PA

OUTSTANDING UNDERGRADUATE STUDENT LEADER

AWARD: Tyler Graham, Shippensburg University (PA); Sarah Driban, Philadelphia University (PA); Josie Sweitzer, University of Pittsburgh at Titusville (PA)

OUTSTANDING GRADUATE ASSISTANT AWARD:

Amanda Heubach

OUTSTANDING NEW PROFESSIONAL AWARD:

Lisa Podolsky, Cabrini College (PA)

OUTSTANDING PROFESSIONAL AWARD:

Amber Lajeunesse, Cabrini College (PA)

OUTSTANDING ASSOCIATE MEMBER AWARD:

Gary Johnson

OUTSTANDING LEADERSHIP PROGRAM AWARD:

SUNY Pride at SUNY-Oneonta

OUTSTANDING SOCIAL PROGRAM AWARD:

RAZE at Shippensburg University (PA)

OUTSTANDING MULTICULTURAL PROGRAM AWARD:

An Evening with Laura Jane Grace at SUNY-Oneonta

OUTSTANDING EDUCATIONAL PROGRAM AWARD:

I Connect Week at SUNY-Orange

OUTSTANDING CIVIC & SERVICE-LEARNING PROGRAM AWARD:

Back to Football at University of Pittsburgh at Titusville (PA)

OUTSTANDING SMALL DELEGATION AWARD:

St. Mary's College of Maryland

OUTSTANDING LARGE DELEGATION AWARD:

Saint Vincent College (PA)

NACA® CENTRAL

Oct. 23-26, 2014

Arlington, TX

GIVING BACK

AWARD: Wu's Big Event, Wichita State University (KS)

OUTSTANDING LOW-COST PROGRAM:

Home Is Where the Heart Is, University of Memphis (TN)

BEST

COLLABORATIVE PROGRAM: Dorm Room Dining, University of Central Oklahoma

OUTSTANDING PROGRAM SERIES: Unity Week 2014, University of Central Missouri

OUTSTANDING COMMITMENT TO DIVERSITY: Equality University, Texas State University

BEST SUSTAINABLE PROGRAM: Ban the Bottle, Fort Hays State University (KS)

DREAM BIG AWARD: PAINKILLERS, University of Arkansas-Fayetteville

BEST COMMUNITY PROGRAM: Wheelchair Challenge, University of Central Missouri

PROGRAM OF THE YEAR: The Last Lecture, Baker University (KS)



NACA® NORTHEAST

Oct. 30-Nov. 2, 2014

Hartford, CT

DAVID A. ROSS NEW PROFESSIONAL:

Tiago Machado, Westchester Community College (NY)

DONALD L. MCCULLOUGH AWARD:

Scott Hazan, Central Connecticut State University

KEN M. BEDINI STUDENT LEADER: Danielle Imbriano, Quinnipiac University (CT); Samantha Orchowicz, University of Connecticut; Dane Paracuelles, Eastern Connecticut State University; Ashley Lane, Western Connecticut State University; and Malcolm Thomas, Nichols College (MA)

M. KEVIN FAHEY GRADUATE ASSISTANT:

Thomas Balestracci, University of Rhode Island

MAUREEN MCDERMOTT/MICHELLE DELANEY STAFF

PROGRAMMER: Meagan Sage, Johnson and Wales University (RI) [now at Southern New Hampshire University]

"UNSUNG HERO" AWARD: Nicole Dygon, Suffolk University (MA)





NACA® MID AMERICA

Nov. 6-9, 2014
Covington, KY

CONFERENCE AWARDS

LOW COST PROGRAM: MPB Taxi, Augustana College (IL)

INNOVATIVE PROGRAM: Spartan Sing Off: A Cappella Edition featuring The Filharmonic, Michigan State University

DIVERSITY OR SOCIAL JUSTICE AWARD: 2014 Official MSU Drag School, Michigan State University

EDUCATIONAL PROGRAM AWARD: Film for Thought: *The Normal Heart*, Xavier University (OH)

LATE-NIGHT OR ALTERNATIVE PROGRAMMING AWARD: Evans Unlocked, Lindenwood University (MO)

OUTSTANDING CAMPUS COLLABORATION: Rock The Roo Lunchtime Concert Series, University of Akron (OH)

ASSOCIATE MEMBER OF THE YEAR: Bridget Reilly, Sophie K Entertainment (IL)

PROGRAM OF THE YEAR: Homecoming Carnival, Illinois State University

OUTSTANDING STUDENT LEADER OF THE YEAR: Kristen Kenney, Undergraduate Student, Maryville University of Saint Louis (MO)

NEW PROFESSIONAL OF THE YEAR: Allyson Crust, Assistant Director of Student Involvement, Maryville University of Saint Louis (MO)

OUTSTANDING PROFESSIONAL OF THE YEAR: Matthew Vetter, Assistant Director, Campus Leadership & Involvement Center, Denison University (OH)

PROGRAMMING ORGANIZATION OF THE YEAR: Illinois Wesleyan University

CONFERENCE MARKETING & PROMOTIONS COMPETITION AWARDS

BEST THEMED PUBLICITY-LARGE SCHOOL: Augustana College (IL), Homecoming

BEST THEMED PUBLICITY-MEDIUM SCHOOL: Maryville University of Saint Louis (M), Family Weekend

BEST THEMED PUBLICITY-SMALL SCHOOL: University of St. Francis, Hollywood Homecoming

BEST WEBSITE-LARGE SCHOOL: Bradley University (IL)

BEST WEBSITE-MEDIUM SCHOOL: Maryville University of Saint Louis (MO)

BEST POSTER/FLYER-LARGE SCHOOL: Augustana College (IL), Riverboat

BEST POSTER/FLYER-MEDIUM SCHOOL: Maryville University of Saint Louis (MO), Gladiator

BEST POSTER/FLYER-SMALL SCHOOL: University of St. Francis, Bernie's BBQ

BEST PRINTED ADVERTISING-LARGE SCHOOL: Oakland University (MI), Fall Concert

BEST PRINTED ADVERTISING-MEDIUM SCHOOL: Maryville University of Saint Louis (MO), UWOW

BEST USE OF SOCIAL MEDIA-LARGE SCHOOL: DePaul University (IL)

BEST USE OF SOCIAL MEDIA-MEDIUM SCHOOL: Valparaiso University (IN)

BEST PROMOTIONAL GIVEAWAY-LARGE SCHOOL: Ivy Tech Community College (IN), Empowering Women Canvas Tote

BEST PROMOTIONAL GIVEAWAY-MEDIUM SCHOOL: Valparaiso University (IN), Blanket

BEST PROMOTIONAL GIVEAWAY-SMALL SCHOOL: University of St. Francis, Hacky Sack

SHOWCASE AWARDS

BEST USE OF SCHOOL SPIRIT: University of Evansville (IN)

MOST APPEALING DISPLAY: University of Indianapolis (IN)

PEOPLE'S CHOICE: University of Akron (OH)

CAMP AWARD

CAMP AWARD: Augustana College (IL)



NACA® WEST

Nov. 13-16, 2014
Portland, OR

THE OUTSTANDING CAMPUS TRADITION AWARD: University of Nevada-Las Vegas, Premier UNLV

OUTSTANDING LOW COST PROGRAM: California State University-Monterey Bay, Campus Band Night!

OUTSTANDING ANNUAL PROGRAM: University of La Verne (CA), Thanksgiving Feast

OUTSTANDING ONE-TIME EVENT: University of Alaska-Anchorage, Spirit Run

OUTSTANDING LATE-NIGHT PROGRAM: University of La Verne (CA), Blackout Soccer Intramurals

GRAPHIC DESIGN COMPETITION-BEST FLYER/POSTER: Third place-Edmonds Community College (WA), Multicultural Fair; Second place-Edmonds Community College, International Night Auditions; First place-California Polytechnic University-Pomona, Fall Comedy Kickoff

GRAPHIC DESIGN COMPETITION-BEST SHIRT DESIGN: Third place-Whitman College (WA), Fall Concert Kitten and Shy Girls; Second place-University of Washington-Tacoma, SAB-UW Tacoma; First place-University of Idaho, Vandal Entertainment Promotion Shirt

THE GEORGE LUIS SEDANO AWARD FOR OUTSTANDING MULTICULTURAL PROGRAM: University of Nevada-Reno, Holi Festival

OUTSTANDING SERIES OR CONTINUOUS PROGRAM: University of Arizona, Wildcat Events Board, WEB Press Play Concert Series

OUTSTANDING FOUR-YEAR STUDENT AWARD: Sarah Haley, University of Alaska-Anchorage

OUTSTANDING TWO-YEAR STUDENT AWARD: J.R. Siperly, Centralia College (WA)

THE SHELLEY K. BANNISH AWARD FOR OUTSTANDING STAFF ADVISOR: Leann Adams, Whitman College (WA)

OUTSTANDING REGIONAL VOLUNTEER AWARD: Heather McKenzie WaitE, Community Colleges of Spokane (WA)

Proposals Sought for 2015 NACA® Research Grant

The National Association for Campus Activities is seeking proposals for the NACA® Research Grant. The grant is designed to encourage the development and dissemination of knowledge that has potential to improve the experiences of college students and campus engagement. Completed applications must be received by the NACA® Office by 11:59 pm EST, June 12, 2015. One research team will be selected for the Comprehensive Award Package, while up to five research teams will be selected for the Secondary Award Package. More information about awards packages and submission requirements can be found online at <https://www.naca.org/Pages/ResearchGrants.aspx>. You may also contact Educational and Research Manager **Dionne Ellison** at dionnee@naca.org.

Take Advantage of this NACA® Member Benefit: Job Opportunities from The Placement Exchange

NACA partners with The Placement Exchange to promote job opportunities within the field of higher education that are relevant to NACA® membership. Sign in at **www.naca.org**, then look under the Member Resources tab to find Higher Ed Jobs. To learn more about an opportunity listed there, click on the job title. If you are interested in applying for the position, visit **The Placement Exchange** at <https://www.theplacementexchange.org>.



NACA® Foundation Scholarship Application Deadlines

The NACA® Foundation offers various scholarships that are available to undergraduate and graduate students, student leaders, professional staff and associate members on an annual basis. Scholarship nominations are solicited each year. Questions may be directed to **Morgan Grant** at the NACA® Office at **morgang@naca.org**.

Upcoming scholarship deadlines include:

- **NACA® Northern Plains Student Leadership Scholarship:** Apply by Jan. 15, 2015.
- **NACA® South Student Leadership Scholarship:** Apply by March 31, 2015.
- **NACA® Mid Atlantic Undergraduate Scholarship for Student Leaders:** Apply by March 31, 2015.

NACA® Internship Program Submissions Now Being Submitted

School and associate members wanting to host an intern on their campuses or in their offices may submit applications from now until Jan. 13, 2015. Host an intern in your campus department or office and provide experiential opportunities in a college or work setting for students during the summer of 2015. Internship candidates, who may work with school or associate members, may submit applications until Jan. 15, 2015. More information is available at <https://internship.naca.org/>.

PUT NACA.ORG ON YOUR EMAIL SAFE LISTS

To be sure you're not missing important news, updates and member information from NACA, include naca.org on your safe lists for incoming emails.



**Stay Connected before, during and
after the National Convention by
following NACA on Twitter, Instagram
and Facebook!**

**And don't forget to download
the NACA® All Access app to your
smartphone or tablet.**

What is the NACA® Foundation?



App Spotlight: How Do You Use Social Media to Connect and Engage?

What new technology, apps or social media platforms (besides Facebook, Twitter and other now-standard platforms) are you using in your campus activities programs and/or leadership training? Have you discovered something new that's not yet well known that's doing a great job for you? What's connecting and engaging you? We're seeking your input and feedback so we can share your app discoveries in *Campus Activities Programming*® and the NACA® Professional Newsletter. Contact Editor **Glenn Farr** at glennf@naca.org.

In the meantime, here is some information on new or emerging apps that have recently been featured in the *NACA® Professional Newsletter*.

Cut yourself some Slack: Although launched only nine months ago, Slack (<http://tinyurl.com/mkv8tcx>) has become the fastest-growing workplace software, ever. The company integrates a type of group chat with other software services your office might already be using to reduce time spent on other productivity-related tasks.

Do you love adhesive notes? Self-adhesive notes have become ubiquitous for most of us. Regardless of size or color, we use them to mark pages, make notes and to remember to-do lists. Here are apps that let you extend this practice to your mobile devices.

- For the iPhone, there's Post-it® Plus (<http://tinyurl.com/k5ubhwj>).
- For Android, there's ColorNote® (<http://tinyurl.com/dxq2f6v>)
- For Windows phones, there's Sticky Notes (<http://tinyurl.com/mxnq3p3>) or Sticky Notes HD (<http://tinyurl.com/lentqyk>).

Look in your "Pocket:" If you have a commute that takes you away from Wi-Fi and cell signals, Pocket (<http://tinyurl.com/m2v78u2>) may be just the app for you. It allows you to save articles, videos or webpages in one convenient place on your smart device for later reading offline.

50 top apps for your Android phone: If you favor the Android phone platform over iOS, Blackberry or Windows, techradar.com recently issue a ranking of the top 50 Android apps (<http://tinyurl.com/c7pz3bb>). Check them out and see if you agree.



Coming in the March 2015 Issue of *Campus Activities Programming*®

Are you pursuing a student activities career track? Then you'll want to be sure not to miss the March 2015 issue of *Campus Activities Programming*®, which will cover everything from engaging students who are very career focused and how professionals can coach aspiring professionals to some things you'd like to know about undergraduate summer internships. Also, learn more about communication and networking and continuing to keep up with social media.



Keep Up with *Campus Activities Programming*® on Twitter, Online

Want to know about upcoming issues of *Campus Activities Programming*®? Want to be reminded of specific content needs and ways you can become a contributor? Follow Editor Glenn Farr on Twitter at @EditorGlennNACA.

Also, you can review a full year of *Campus Activities Programming*® online any time at <https://www.naca.org/CAP/Pages/Default.aspx>.

Share Your News!

Share what's going on with you professionally and personally in the NACA® News section of the NACA® Spotlight in *Campus Activities Programming*® magazine. This feature is designed for students and staff to inform others about what's going on in their lives. It's an easy way to announce a

- New job or promotion
- Marriage or civil union
- Birth or adoption of a child
- Graduation
- Award or other recognition
- Thank-you to other member
- And much more

To submit information, email it to Glenn Farr, editor of *Campus Activities Programming*®, at glennf@naca.org.



NACA® LEADERSHIP

2014-2015 NACA® BOARD OF DIRECTORS



Chair
KEN BRILL
Augustana College (IL)



Immediate Past Chair
MATT MORRIN
University of South Florida-St. Petersburg



Chair-Elect
BRIAN GARDNER
Maryville University of Saint Louis (MO)



Vice Chair for Programs
DAN FERGUSON
Linfield College (OR)



Treasurer
DEMETRIA BELL ANDERSON
University of Wisconsin-Milwaukee



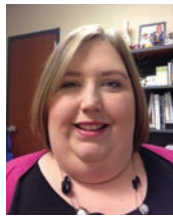
Executive Director
TOBY CUMMINGS, CAE
NACA® Office



Member
CECILIA BRINKER
Eastern Illinois University



Member
LUCY CROFT, EdD
University of North Florida



Member
EDIE MCCRACKEN
Fort Hays State University (KS)



Member
BILL HARCLEROD
SUNY Oneonta (NY)



Guest to Board of Directors
BETH TRIPLETT, EdD
Clarke University (IA)



Guest to Board of Directors
JILLIAN KINZIE, PhD
Indiana University-Bloomington

2015-2016 NACA® PROGRAM LEADERS



NACA® Central
COURTNEY JAMES
University of Central Oklahoma



NACA® Mid Atlantic
JOSEPH LIZZA
The Richard Stockton College of New Jersey/The Campus Center



NACA® Mid America
KENDRICK DURHAM
Centre College (KY)



NACA® Northeast
MEAGAN SAGE
Southern New Hampshire University



NACA® Northern Plains
GRANT WINSLOW
University of Wisconsin-Green Bay



NACA® South
KATIE REICHNER
Christopher Newport University (VA)



NACA® West
LEANN ADAMS
Whitman College (WA)



NACA® National Convention Program Committee Chair
JOSHUA BRANDFON
University of Miami (FL)



Institute Series Coordinator
VINCENT BOWHAY
Fort Hays State University (KS)



Institute Series Coordinator-Elect
NATALIE KELLER PARIANO
Denison University (OH)



Leadership Fellows Coordinator
MELANIE BULLOCK
University of South Florida-St. Petersburg

NACA® LEADERSHIP

2015-2016 ASSOCIATE ADVISORY GROUP



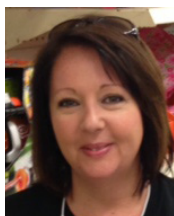
Facilitator
KEN ABRAHAMS
Fun Enterprises, Inc. (MA)



Facilitator
GINA KIRKLAND
Kirkland Productions (TX)



Member
DANNY MACKEY
Neon Entertainment (NC)



Member
ROBIN NEMANICK
Supernatural Productions (PA)



Member
BRENT PETERSON
Brent & Co. (DC)



Member
JASON LEVASSEUR
Bass/Schuler Entertainment
(IL)



Member
TYNAN FOX
Tynan Fox Speaking (MN)



Member
COZ LINDSAY (MN)
The College Agency (MN)



Member
DREW KORB
Bass/Schuler Entertainment
(IL)



Member
SAILESH JIAWAN
Metropolis Management &
Entertainment Group (CA)



Member
NICK FERRUCCI
Impact Entertainment, LLC (NJ)



Member
AMANDA FARNUM
NMP Talent (ME)



Member
MICHAEL MILLER
Fun Enterprises, Inc. (MA)



Member
SUE BOXRUD
The College Agency (MN)



Member
**MELISSA BOYLE
ARONSON**
Babco Entertainment LLC



Member
BRIDGET REILLY
Sophie K. Entertainment,
Inc. (NY)

2015-2016 STUDENT ADVISORY GROUP



Board Liaison
BILL HARCLEROAD
SUNY-Oneonta



Facilitator
JENNY MARQUETTE
Gustavus Adolphus College
(MN)



Member
LINDSEY PROULX
Roger Williams University (RI)



Member
LINDSAY STEELMAN
Auburn University (AL)



Member
CHRISTINE LUCHT
Texas State University



Member
RYLIN PLOE
Oakland University (MI)



Member
TYLER GRAHAM
Shippensburg University (PA)



"NOT ONLY WILL THIS SCHOLARSHIP HELP PAY FOR MY EDUCATION, BUT IT ALSO GIVES ME MOTIVATION BECAUSE MY HARD WORK HAS BEEN ACKNOWLEDGED."

Shelby Klick
Saint Vincent College (PA)

NACA® Foundation Scholarship Opportunities

Available for undergraduate students, graduate students,
professional staff and associate members.

NACA® Northern Plains Regional Student Leadership Scholarship
NACA® Mid Atlantic Undergraduate Scholarship for Student Leaders

NACA® South Student Leadership Scholarship
Multicultural Scholarship Program

NACA® Regional Council Student Leader Scholarship

NACA® Mid Atlantic Graduate Student Scholarship

NACA® Foundation Graduate Scholarships

NACA® Mid Atlantic Higher Education Research Scholarship

Lori Rhett Memorial Scholarship

Barry Drake Professional Development Scholarship

NACA® Mid Atlantic Associate Member
Professional Development Scholarship

Markley Scholarship

Ross Fahey Scholarships

Scholarships for Student Leaders

Zagunis Student Leader Scholarship

Tese Caldarelli Memorial Scholarship

Alan Davis Scholarship

For qualifying information, application deadlines
and more, visit [www.naca.org/Foundation/
Pages/Scholarships.aspx](http://www.naca.org/Foundation/Pages/Scholarships.aspx).

"I'M OVERJOYED TO BE NAMED THE
RECIPIENT OF THE NACA® MID ATLANTIC
UNDERGRADUATE SCHOLARSHIP FOR
STUDENT LEADERS."

Nathan J. Taylor
The Richard Stockton College of New Jersey



Correy Robertson

**Student Activities Coordinator
Westmoreland County Community College (PA)**



1. Leadership/management book you are currently reading?

I am reading Amy Poehler's new book, *Yes Please*. Not your typical "leadership/management" book, but she is very inspirational to me as a woman trying to be everything at once—devoted to my career, my family and my happiness. My favorite line has been, "Decide what your currency is early. Let go of what you will never have. People who do this are happier." It's a nice reminder that we can't actually be everything all at once to everyone. We know our strengths and our weaknesses as leaders and it's important to embrace both to be truly happy—and successful.

2. What recent campus program most exceeded your expectations and why?

Our Fall Welcome Back Festival 2014. At a commuter campus, it's challenging to get students to check out what we do and embrace the community college as home. We served over 250 students with fun activities and music, and all of them knew from the first week that the Campus Activities Board existed and was going to make things fun. The program's success is due to my enthusiastic Campus Activities Board members, who jumped right in and took care of business.

3. Favorite campus program in your entire career and why?

My career is still very young, so I'll pick my first big event at WCCC, our movie night for summer students and their families. We had a lot of fun building monsters and watching *Monsters Inc.*, and raised over \$150 for our campus children's center. The students loved the program and were amazed at the turnout! I love events that combine philanthropy with fun.

4. Three things on your desk right now you couldn't live without for work?

- My phone—students are most readily reached via texts!
- My calendar for the next year that already reflects many changes as we plan a stellar school year.
- Diet Coke®. (My vice. I know, I shouldn't.)

5. Best teaching tool for your students?

The Talk it Out approach. With a board of about 15 students and no actual president, currently, many ideas are considered that may or may not be effective. I try to let the students work it out themselves. I'm here to support them in their decisions, but I won't make the decision every time. It's been great for building their relationships and their ability to be operative team members.

6. Technology that most benefits you at work?

All of it! Each day I am reminded that I'm not quite as young as I once was because there is always something new I didn't know that my students are happy to teach me. Today's world demands quick responses, immediate posts to Twitter, photos tagged, emails answered—it all helps me get my job done more efficiently, as long as I use it effectively.

7. Most challenging aspect of your job?

Doing it all! At a small community college, I'm the Student Activities Coordinator/Orientation Programmer/Programming Expert/Student Recruiter/Community Service Chair/Diversity Committee Member. I'm always in a million places, with a million projects—but it's fun!

8. Tip you can share for balancing work with a personal life?

When I take a day off, I turn off the mail on my phone. If I don't, I can't focus on the day off and why I needed it. It's also important to set boundaries with students about when it's acceptable to text me. (You don't want to be responding to texts at 11 pm.)

9. Best programming advice you've ever received?

Relax. Our jobs are supposed to be fun—hard work, but fun. Things will go wrong. When they do, take a deep breath, own up to any mistakes, and move forward. The hard work continues, and so does the fun.

10. Something unique about your programming board?

Currently, 90% are first-semester freshman students! And they are amazing. They dive into every project with so much enthusiasm, it even makes me tired, sometimes. I'm excited to watch as they develop as leaders over the next two years. It's probably the best part of my job.

"10 Questions with ..." recognizes individual campus activities professionals for their outstanding work, letting readers know more about them. If you'd like to recommend a professional staff member to answer "10 Questions," contact Editor Glenn Farr at glennf@naca.org.

Under a Kentucky Moon

By Rob Lehr



IN 2009, I JOINED MY FRIENDS DAVID PETERKA AND DAN PARRIS on a journey across three continents and 15 countries, attempting to live in extreme poverty on just \$1.25 a day to have a better understanding of and to fight poverty in the world. On the fifth day of the trip, we had successfully hitchhiked from St. Louis, MO, to somewhere in the middle of Kentucky. The three of us had been together non-stop since we left and the combination of not eating much and having to co-exist side by side was leading to stress. We had to be in DC in two days to do an interview with the head of a non-profit and our pace was much slower than we had initially hoped.

After debating the issue for hours and having a fight about purchasing a map of West Virginia, we made the decision to squat at a gas station for 14 hours and beg a ride from some of Dan's relatives who happened to be going along our route. We decided this plan was acceptable within the rules of our journey since a normal person in our circumstances would likely do the same—and we had an interview timetable to meet.

So, we asked the gas station employees if we could squat on the side of their building and they didn't care. Night fell and Dan and David decided to have a long conversation centered on David's opinion about Dan's then-current romantic relationship. I was annoyed because I was a captive audience, but I shut my mouth as I sat between them while they talked. Two hours later, I had had enough, so I walked around the corner for 15 minutes, hoping they'd stop; they didn't, so I sort of lost my mind and returned to them, proceeding to yell at both of them, telling David to mind his own business and be quiet because I was tired of listening to it all. We loudly argued for 10 minutes, I would say, except that it was pretty much just me yelling. At that moment, a man in his 40s came around the corner, interrupting our fight.

"How's it going boys?" he asked.

I snapped back into reality and tried to calmly talk to him, explaining our situation.

"Well, the folks inside are fixin' to call the law on you guys. How about I make you a fire in my backyard and you can wait for your ride there?" he offered.

I know what you're thinking: "That's a horrible idea and it's a great start to a slasher film." I was still tired and angry

and ready to be anywhere but there, so I immediately agreed without asking Dan or David how they felt about it.

We hopped in the back of his truck and I texted the license plate number to a buddy at home in case we did become part of a real-life slasher film. The truck was hauling it at 60-plus mph down unrecognizable country roads while the driver slammed back a beer and all three of us sat silently in the truck bed, angry, scared and, for the first time on the trip, feeling truly alone.

We pulled up at the guy's house and I texted the address to my buddy. The man walked us around back, pulled us aside and said the following to us, which I will never forget: "Just because you didn't get where you were going, doesn't mean that you failed. Keep your heads up."

He then made us some sausage sandwiches, let us fill our Camelbak hydration packs, and set us up with a place to make camp behind his chicken coop. He gave me a military can opener and said it would be helpful along the way. As we thanked him and started to walk towards our sleeping bags, he gestured to me. "I almost forgot, here ya go. Enjoy," he said as he handed me a Mason Jar containing some genuine Kentucky moonshine.

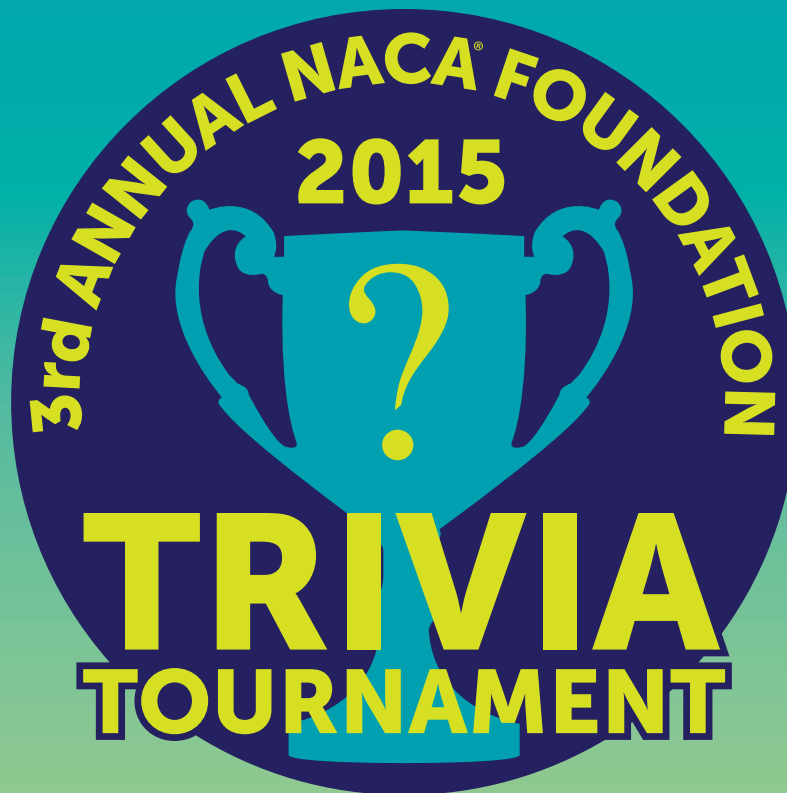
By that time, his buddies had all shown up and were enjoying drinks and smokes on his back porch while we laid in our sleeping bags, half thankful for the hospitality and half scared that something bad would happen to us. Dan and David fell asleep fast, but I stayed up for a few hours, sampling the whiskey and staring at the beautiful Kentucky moon. (I was the self-appointed guard.) At one point, the guy and his buddies argued jokingly about whether they should let the chickens out of the coop to mess with us, but that was the worst thing that happened.

In the morning, our ride showed up, and I put the half-full Mason Jar on the guy's porch, along with a \$20 bill underneath it with our web address and "Thank you so much" written on it.

We lost the can opener in a plane crash in Africa just a few weeks later, but I bought a replacement that is still very special to me. It reminds me that the road is full of unexpected detours and the kindness of strangers is very real and can be found in the most unexpected places.

ROB LEHR, based in Springfield, MO, is an award-winning filmmaker, plane crash survivor, and one of the three-man team from *What Matters?*, represented in NACA by The Contemporary Issues Agency (www.ciaspeakers.com). For more information about Lehr and the *What Matters?* film/presentation, go to www.whatmattersfilm.com

"Curtain Call" is a regular feature of *Campus Activities Programming*® in which performers or agents who are members of NACA share anecdotes that help illuminate their perspectives and experiences in the college market. Entertainers and agencies wishing to submit a prospective column should contact Editor Glenn Farr at glennf@naca.org.



**Friday, Feb. 13, 2015
at SOLERA**

***May your nights be spent reading the dictionary
and watching JEOPARDY reruns...***

Support of the NACA® Foundation by entering the 2015 NACA® Foundation Trivia Tournament in Minneapolis at before the kickoff of this year's National Convention. Twenty teams will compete against each other in four rounds of random trivia to see who has the biggest brains (or the most time on their hands)!

Register your team of 4-6 players and receive:

- T-shirt • trivia fun and entertainment • pub snacks • NACA® FOUNDATION donation
- the chance for 2015 National Convention bragging rights and a trophy

Early Registration by Jan. 16: \$100

Late Registration after Jan. 16: \$175

ALL REGISTRATIONS DUE BY FEB. 2



2015 NACA®
NATIONAL
CONVENTION

TAKE THE STAGE

MINNEAPOLIS
FEB. 14-18

2015 NACA® NATIONAL CONVENTION PREVIEW

National Convention Update.....	56
By Josh Brandfon, 2015 National Convention Program Committee Chair	
Preliminary Convention Schedule	57
2015 National Convention Program Committee.....	58
Block Booking Coordinators	59
Educational Programs Volunteers	59
A Pre-Convention Guide for Delegates:	
Take the Stage! in Minneapolis.....	64
Fees, Deadlines & Other Information.....	66
NACA® National Convention Web Portal.....	67
Convention Keynote	68
Educational and Professional Development Offerings	70
Showcase Performers	
Club	90
Lecture.....	94
Mainstage.....	100
Master of Ceremonies.....	112
Roving Artist	116
Sampler	118
Product/Services Video	121
Film Screenings.....	122
Exhibitor Listing	124

NATIONAL CONVENTION UPDATE

As the calendar turns to 2015, associates and school delegations across the country are preparing to travel to Minneapolis for the 2015 NACA® National Convention. As you make your final plans to *Take the Stage*, here are some tips to help you make the most of your experience:

Before the Convention

- Review your programming calendar with your board and identify specific needs. Are you looking for musicians to fill a coffeehouse series? A magician to headline a major event? A novelty program for your school's orientation? (See the Showcase preview beginning on Page 89.)
- Review the scheduled educational sessions (see Page 70) and determine what sessions each delegate will attend in each block. Avoid sending too many people to the same place—you can always share educational resources afterwards.
- Assign a Block Booker for your delegation. This person should attend one of the Block Booking orientation sessions and will then be authorized to participate in the Block Booking process on behalf of your school.

During the Convention

- Stop at each booth in the Campus Activities Marketplace and visit with the artists and agents. Remember that the showcasing acts represent just a small sample of the talent that is available to book through NACA®!
- Take notes on all of the showcases and educational sessions you attend. Collect resources you can bring back to your campus.
- Serve as an on-site volunteer. Visit the Volunteer Booth near registration to find out more when you arrive.

After the Convention

- Review your notes and follow up with agents and artists you spoke with during the Convention. Remember that you can still get Convention prices up to 45-days after the end of the event.
- Share educational resources with members of your board who did not have the opportunity to attend.

Throughout the Convention, delegates will have opportunities to support the NACA® Foundation through various fundraising initiatives. The Foundation was established over 30 years ago and provides a variety of scholarships to undergraduate students, graduate students, professional staff and associate members. The funds are designed to help recipients pursue educational interests and career development opportunities. On Friday, Feb. 13, you can face off with staff and associates from across the country at the NACA® Foundation Trivia Tournament. Team registration is now open, and serious bragging rights are on the line. Visit the Convention Portal at www.naca.org/Convention/Pages/TriviaTournament.aspx for more information.

On behalf of our entire National Convention Planning Committee, we look forward to welcoming you to Minneapolis next month!

Josh Brandfon

Director of Student Activities & Student Organizations
University of Miami (FL)
@JoshBrandfon



JOSH BRANDFON
2015 NACA® National
Convention Program
Committee Chair



PRELIMINARY CONVENTION SCHEDULE

SATURDAY, FEB. 14

12:01 am-midnight.....	Roving Artists
9 am-8 pm	Registration Open
9 am-8 pm	Volunteer Center Open
12 noon-7:30 pm	Exhibitor Set-Up
4 pm-4:45 pm.....	Regional Meetings/ Convention Orientation
4 pm-5 pm	Block Booking Orientation
4:45 pm-5:45 pm	Diversity Connection
5 pm-5:30 pm.....	Associate Member Welcome Meeting
6 pm-7:30 pm.....	Convention Kick-Off
7:30 pm-8:30 pm.....	Campus Activities Marketplace 1
8:40 pm-10:45 pm	Mainstage Showcase 1
10:45 pm-11:45 pm	Campus Activities Marketplace 2

SUNDAY, FEB. 15

12:01 am-midnight.....	Roving Artists
8:30 am-9:30 am.....	Block Booking Orientation
8:30 am-2 pm.....	Volunteer Center Open
8:30 am-5 pm.....	Registration Open
9 am-10 am.....	Block Booking Meetings
9 am-10 am.....	Educational Sessions 1
10:15 am-11:15 am.....	Educational Sessions 2
11:30 am-12:45 pm.....	Professional Development Luncheon
11:15 am-1 pm.....	Lunch on Your Own
1 pm-2 pm.....	Professional Educational Sessions 1
1:15 pm-3:20 pm.....	Club Showcase 1
1:15 pm-3:20 pm.....	Lecture Showcase 1
2:15 pm-3:15 pm.....	Professional Educational Sessions 2
3:30 pm-4:30 pm.....	Campus Activities Marketplace 3
4:35 pm-7 pm.....	Mainstage Showcase 2
7 pm-8:30 pm.....	Dinner on Your Own
8:30 pm-9:30 pm.....	Campus Activities Marketplace 4
9:45 pm-11 pm.....	Stand-Up NBC

MONDAY, FEB. 16

12:01 am-midnight.....	Roving Artists
8:30 am-2 pm.....	Volunteer Center Open
8:30 am-5 pm.....	Registration Open
9 am-11:15 am.....	Block Booking Meetings
9 am-10 am.....	Educational Sessions 3
10:15 am-11:15 am.....	Educational Sessions 4
11:30 am-1 pm.....	Box Lunch Provided
1 pm-2 pm.....	Professional Educational Sessions 3
1:15 pm-3:20 pm.....	Club Showcase
1:15 pm-3:20 pm.....	Lecture Showcase
2:15 pm-3:15 pm.....	Professional Educational Sessions 4
3:30 pm-4:30 pm.....	Campus Activities Marketplace 5
4:35 pm-7 pm.....	Mainstage Showcase 3
7 pm-8:45 pm.....	Dinner on Your Own
8:45 pm-11:10 pm.....	Mainstage Showcase 4
11:10 pm-12:10 am.....	Campus Activities Marketplace 6

TUESDAY, FEB. 17

12:01 am-midnight.....	Roving Artists
9 am-10 am.....	Educational Sessions 5
9 am-11:15 am.....	Block Booking Meetings
9 am-2 pm.....	Volunteer Center Open
9 am-4 pm.....	Registration Open
10:15 am-11:15 am.....	Educational Sessions 6
11:30 am-12:30 pm.....	Sampler Showcase
12:30 pm-2 pm.....	Lunch on Your Own
2 pm-2:40 pm.....	Keynote Speaker
3 pm-5:25 pm.....	Mainstage Showcase 5
5:30 pm-6:30 pm.....	Campus Activities Marketplace 7
6:30 pm-8:15 pm.....	Dinner on Your Own
8:15 pm-10:20 pm.....	Mainstage Showcase 6
10:20 pm-11:20 pm.....	Campus Activities Marketplace 8
11:30 pm-12:30 am.....	Block Booking Meetings

This is a preliminary schedule of events at the 2015 NACA® National Convention and is subject to change.

2015 NATIONAL CONVENTION PROGRAM COMMITTEE



National Convention
Program Committee Chair
JOSHUA BRANDFON
University of Miami (FL)



Board of Directors
Chair, NACA® Board of
Directors
KEN BRILL
Augustana College (IL)



Business Networks
Coordinator
BECKY RIOPELE
Cascadia College (WA)



Volunteer Development
Coordinator
KATIE REICHNER
Christopher Newport
University (VA)



Advisor Networks
Coordinator
AMY VAUGHAN DEAHL
Embry Riddle Aeronautical
University-
Daytona Beach (FL)



Showcase Selection
Coordinator
BRANDI MAIR
Salt Lake Community
College-Taylorsville
Redwood (UT)



Lecture Showcase Selection
Coordinator
ANTHONY MALY
Northwest Missouri State
University



Campus Activities
Marketplace Staff
Coordinator
MICHAEL BAUMHARDT
University of Miami (FL)



Diversity Programs
Coordinator
NATASHA HOPKINS
Emory University (GA)



Educational Programs
Coordinator
AMMA MARFO
Emmanuel College (MA)



On-Site Educational Session
Review Coordinator
KARIE PARKES
Campbell University (NC)



Graduate Intern Program
Coordinator
COURTNEY JAMES
University of Central
Oklahoma



Graduate Intern,
Volunteer Center
LEANA ZONA
University of Maine-Orono
Volunteer Center



Mentor
NATHAN HOFER
University of Sioux Falls (SD)



Graduate Intern,
Block Booking
CHRISTINE LUCHT
Texas State University-San
Marcos



Mentor
MEGAN HABERMANN
Western Oregon University



Graduate Intern,
Diversity Activities Group
RYAN DAY
University of South Carolina-
Columbia



Mentor
STEVE PAGIOS
Brandeis University (MA)



Graduate Intern, CAMP
VIGOR LAM
University of Southern
California-University Park



Mentor
ALLYSON CRUST
Maryville University
of Saint Louis (MO)



Graduate Intern, CAMP
LAUREN GYURISIN
Shepherd University (WV)



Mentor
JENNIFER SCHREER
Albion College (MI)



Graduate Intern,
Educational Sessions
KAREN STEPANEK
University of Wisconsin-
Oshkosh



Mentor
JESSICA SEARCY
Embry Riddle Aeronautical
University-Daytona Beach
(FL)

BLOCK BOOKING COORDINATORS



National Block Booking
Coordinator
EVAN SCHAEFER



Assistant National Block
Booking Coordinator
NELLIE HERMANSON
The University of Iowa

EDUCATIONAL PROGRAMS



Educational Programs
Coordinator
AMMA MARFO
Emmanuel College (MA)



On-Site Educational Session
Review Coordinator
KARIE PARKES
Campbell University (NC)



Review Team
HANNA RICKETSON
North Central College (IL)



Review Team
JARED EAKINS
University of Illinois at
Urbana-Champaign



Review Team
JASON MEIER
Emerson College (MA)



Review Team
KATIE JUNOT
American University (DC)



Review Team
LAURA PETERSON
University of Notre Dame
(IN)



Review Team
STEPHANIE LONDON
University of Arkansas-Fort
Smith



Review Team
TASHA MYERS
Georgia Institute of
Technology



Review Team
CHRISTINE LUCHT
Texas State University-San
Marcos



Review Team
KAREN STEPANEK
University of Wisconsin-
Oshkosh



Review Team
LAUREN GYURISIN
Shepherd University (WV)



Review Team
LEONA ZONA
University of Maine-Orono



Review Team
RYAN DAY
University of South Carolina-
Columbia



Review Team
VIGOR LAM
University of Southern
California-University Park

DIVERSITY ACTIVITIES GROUP



Diversity Programs
Coordinator
NATASHA HOPKINS
Emory University (GA)



NACA® Central Diversity
Initiatives Coordinator
COREY BENSON
Texas State University



NACA® Mid Atlantic Diversity
Initiatives Coordinator
ERICA SCHWARTZ
Rutgers University-
Camden (NJ)



NACA® Mid America
Diversity Initiatives
Coordinator
EILEEN GALVEZ
Illinois Wesleyan University



NACA® Northeast Diversity
Initiatives Coordinator
VALERIE ROMANELLO
Sarah Lawrence College (NY)



NACA® Northern Plains
Diversity Initiatives
Coordinator
SARA VANSTEENBERGEN
Lawrence University (WI)



NACA® South Diversity
Initiatives Coordinator
LADARIUS THOMPSON
University of South Carolina
Upstate



NACA® West Diversity
Initiatives Coordinator
PATRICK STIVER
University of Washington-
Tacoma



Leadership Fellows
Coordinator
MELANIE BULLOCK
University of South Florida-
St. Petersburg



Leadership Fellow,
NACA® South
JOSHUA WILSON
University of Florida



Mentor
THANH LE
University of North Carolina
Charlotte



Leadership Fellow,
NACA® South
JERRICA WASHINGTON
Duke University (NC)



Mentor
EBONY RAMSEY
Florida Southern College



Leadership Fellow,
NACA® Mid Atlantic
CARA WHITE
University of Delaware



Mentor
CHRISTOPHER BELLO
East Stroudsburg
University (PA)



Leadership Fellow,
NACA® South
TORREZ WILSON
Georgia Gwinnett College



Leadership Fellow,
NACA® Mid America
ZURI THURMAN
Illinois State University



Mentor
TEARRIA BECK-SCOTT
Duke University (NC)



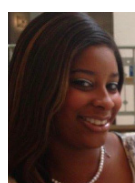
Leadership Fellow,
NACA® Northeast
JIVANTO VAN HEMERT
Salve Regina University (RI)



Mentor
TURAN MULLINS
Maryville University of Saint
Louis (MO)



Leadership Fellow,
NACA® South
AERYEL WILLIAMS
Nova Southeastern
University (FL)



Mentor
KYONNA WITHERS
Ripon College (WI)

What if your campus was your office?

And what if we told you, that you could get paid internships to represent national and global brands, all at the convenience of your own college schedule?

Gain experience. Earn cash. Build your resume. **Live. Learn. Play. Interested?**

Fluent will be at the National Convention in Minneapolis! We'd love to meet you! You can find us at **Booth 714-716** during CAMP, stop by and say hello!



@fluentgrp

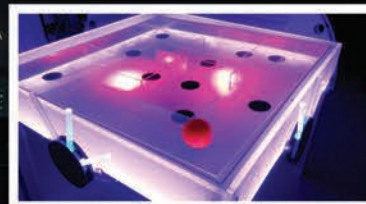
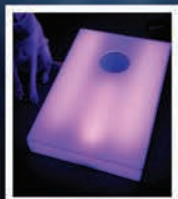


fluentgrp.com/students

Fantasy World Entertainment

A Grady Family Enterprise

LED GLOW-ARCADE



ROLLER-SKATING-RINK



WITH
DECORATIVE
LIGHTS AND
MUSIC!

ICE SKATING RINK



BOOK NOW TO GET THE DATES THAT YOU WANT!

WWW.FWWORLD.COM | 800.757.6332

Fantasy World Entertainment

A Grady Family Enterprise

NEW ATTRACTIONS FOR 2015!



RECKLESS 12 PERSON RIDE



KAPOW OBSTACLE COURSE



BELLATORI TRACKLESS TRAIN



BALLOON BLAST



ROBO RAMPAGE



JET-BALL SOCCER



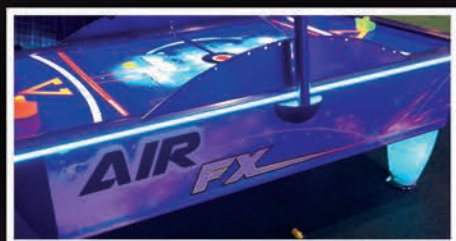
PLUCK A DUCK RACING



TRAIN BOUNCE/SLIDE COMBO



WACKY 4-MAN EQUALIZER



LED AIR HOCKEY TABLE



SUPER CARS ARCADE



WILD ONE SLIDE



IN-LINE EXTREME AIR



SELFIE MIRROR PHOTO BOOTH



POLAR PLUNGE WATER SLIDE

BOOK NOW TO GET THE DATES THAT YOU WANT!

WWW.FWWORLD.COM | 800.757.6332

Take the Stage! in Minneapolis

As you prepare for the 2015 NACA® National Convention, it is important to keep in mind that your delegation represents your entire campus. With this responsibility, it is necessary to plan ahead in order to cover as many Convention events as possible. Before leaving campus, your delegation should accomplish important preparations that will help ensure your success to reach the following goals:

- To become more informed and educated about the various aspects of programming;
- To gather information about artists, performers, speakers and product vendors; and
- To learn about various aspects of leadership and effective organizational functioning.

Involve students who participated in a previous NACA® National Convention or regional conference and ask them to present helpful pointers at one of your delegation meetings.

One to Three Months Before the Convention

1. Have potential delegates complete applications and participate in an interview process. This helps convey to them the importance of the position and the responsibilities it entails.
2. Select those who will be returning to campus for at least another year. A graduating senior will be gone in a few months. Instead, use the Convention as a training opportunity for future leaders.
3. Choose a Block Booker and determine the level of Block Booking in which you will be able to participate. Also decide the process you'll use to discuss potential acts with other programming board members once you return to campus.
4. Book hotel rooms. Visit the National Convention portal for hotel and rate information at www.naca.org/Convention.

Three Weeks Before the Convention

Hold a meeting of the entire programming board or organization board. Board members who will be staying behind can give important direction and feedback that will help delegation members participate more productively in the Convention.

1. Discuss NACA, its history and purpose. Visit www.naca.org/About/Pages/OurMission.aspx for more information.
2. Discuss who attends the Convention: student programmers, student activities professionals/staff, student union professionals/staff, performing artists, entertainment booking agents and professional support companies.
3. Review and discuss goals, objectives and expectations of Convention participation.
4. Review the Convention schedule and make assignments to delegates for specific areas of coverage.
 - a. Review the listing of educational sessions (see Page xx). Assign each member of your delegation to attend as many different sessions in each block as possible. Complete descriptions will appear in the National Convention Program, which you will receive

at Convention registration. Map out with others in your delegation who will be participating in specific educational sessions.

- b. Review showcasing acts (see Page 89).
 - c. Review the list of exhibitors in the Campus Activities Marketplace (see Page 124).
 - d. Discuss the basics of Block Booking and the acts/performers that interest you. Learn how to use NACA's Block Booking system with a special free webinar available at www.naca.org/Webinars/Pages/UpcomingWebinars.aspx. Then visit blockbooking.naca.org.
 - e. Set times for daily on-site delegation meetings while at the Convention to ensure that everyone stays on track and completes the tasks assigned to them.
5. Complete any required travel paperwork.
 6. Discuss departure time and make arrangements to let faculty know when you will be missing classes and coordinate making up missed assignments. [See sample letter online at www.naca.org/Convention.]
 7. Assign tasks for next meeting.



Two Weeks Before the Convention

Hold a meeting with the delegation to finalize details of your trip.

1. Make room assignments.
2. Review departure time and travel arrangements.
3. Pick up travel advances.
4. Discuss appropriate behavior and attire while at the Convention.
5. Discuss what to bring: Comfortable clothes and shoes, money for meals, personal entertainment and miscellaneous expenses; programming calendar and available room/hall reservations; programming budget; notebook/legal pad; pens/ pencils.
6. Bring an extra campus event or programming board T-shirt/sweatshirt to donate to the NACA Foundation Silent Auction.
7. Bring items that reflect school spirit (T-shirts, sweatshirts, glasses, pennants, etc.) for the NACA Foundation Silent Auction (see Page 104).
8. Distribute copies of programming calendar and budget to delegates attending the Convention.
9. Identify open dates and facilities on your programming calendar.
10. Make a list of major programs and events that are of interest to your campus and be prepared to take advantage of Block Booking and Contract-On-Site pricing discounts. Discuss all this information with your Block Booker, who will be attending Block Booking meetings.
11. Contact other schools in your area beforehand to see if you have any common programming interests. You may be able to do legwork that will result in a cost-saving block on a particular artist.
12. Remind group of on-site delegation meetings.
13. Review expectations regarding Convention follow-up and evaluation. Discuss how you plan to evaluate and take notes on showcases and educational sessions.

When You Arrive at the 2015 National Convention

1. Find the NACA Registration area to get started.
2. Take time to make sure you have all essential materials. The head of your delegation should register for the entire delegation and then share materials with you. Your delegation head should verify that you have your nametags, meal tickets, schedule, promotional flyers and the National Convention Program.
3. Register to participate in Block Booking. Helpful volunteers will be on site at registration to explain the process to you.
4. VOLUNTEER! Visit the Volunteer Center to schedule a time when you can lend a hand. Not only will you help ensure the success of the Convention, you will meet many new and fun people.

While You Are in Minneapolis

1. Remember to eat well, drink water and get plenty of sleep.
2. Be an active participant throughout your time at the Convention.
3. Introduce yourself to other school delegates.
4. Take good notes during educational sessions and get all handouts that are available.
5. Go to all showcases.
6. Visit each booth in the Campus Activities Marketplace and get to know the associate members who are there. Remember, however, to take only one sample of promotional materials for your delegation.
7. Always have your programming calendar and budget information handy when you are in CAMP and at Block Booking meetings.
8. Touch base regularly with other delegates in your group and with your adviser.
9. Attend all scheduled delegation meetings so you can share information and discuss the information you've gathered.

When You Return to Campus

1. Immediately share educational information and promotional materials from the National Convention with board members who were not able to attend.
2. Move quickly to make programming decisions on attractions for which your delegation completed Block Booking forms. Prices are valid for only 45 days after the Convention.
3. Contact other schools in your area and check blockbooking.naca.org for up-to-date artist activity (if you didn't do this before the Convention). This will help increase your Block Booking cost savings even more.

How to Plan Your Delegation

1. Use the National Convention as a training opportunity for future leaders rather than a reward for long-time leaders.
2. Invite students who will be at your institution for at least one more full academic year.
3. Disperse members of the delegation to cover as many sessions as possible. Don't have two or more members of your delegation attending the same session.
4. Balance the interests of the institution, the student organization and the individual when considering sessions to attend.
5. Confer with students and staff back home as needed via social media.
6. Hold a group debriefing after attending a group of sessions or after the Convention as a whole so everyone receives the benefits of as many sessions as possible. A debriefing held after your delegation returns to campus could also include student and staff members at your institution who could not attend.

SPECIAL FORMS FOR DELEGATIONS

For downloadable text copies of special forms for use by NACA® National Convention delegations, go to www.naca.org/Convention/Pages/SchoolTips.aspx.

Available forms include:

Sample Letter to Faculty

Sample Delegate Contract

Sample Letter to Faculty

Date _____

Dear Faculty Member:

The National Association for Campus Activities (NACA) will be holding its 2015 National Convention in Minneapolis, MN, on Feb. 14-18. NACA is dedicated to providing leadership training and programming opportunities to students and staff from colleges and universities around the country. (Number) XYZ College students have been chosen from a field of candidates to represent the college. Their names are listed below:

1. _____
2. _____
3. _____
4. _____

This Convention is an opportunity for learning and interaction that complements the classroom experience. Because this is a regional program, students from many states will be sharing resources and exchanging ideas.

There are educational sessions addressing such topics as motivation, stress management, communication skills, decision making, ethical leadership and group processing techniques.

Our past experiences have found the NACA® National Convention to be a valuable educational experience for all students attending. Many of the students return with new perspectives and more definite future goals. Much of what is learned can be applied as life management skills as well as being applied to improving the quality of campus life.

Although attendance at the Convention necessitates their absence(s) from your class(es), the students realize it is their responsibility to complete any assignments during their absence and to make up any exams at your convenience. I hope you can support our delegates' attendance at this Convention.

Your assistance and cooperation is appreciated. Please contact me if you have any questions about the Convention.

Sincerely,
Name _____
Title _____

Sample Delegate Contract

I, _____, hereby agree to fulfill all of the terms listed below as a delegate to the 2015 NACA® National Convention.

1. I understand that as a representative of _____, I will stay with the delegation at the hotel and return with it, via transportation provided by the college/university.
2. I will attend all pre-conference, on-site and post-conference delegation meetings.
3. I will attend and participate in all those aspects of the Conference which are required by my school.
4. I realize that I am a representative of _____, and that I have been chosen by my organization to represent it and its interests. As such a representative, I understand that any actions I take at the NACA® National Convention will positively or negatively affect people's opinions about my organization and my college/university.
5. As a delegate, I will engage in behaviors which are responsible and mature. Intoxication, use of illegal substances, and abusive or inappropriate behavior may result in breaking of conference, college/university rules and may result in dismissal from the delegation and conference. If I am asked to leave, I understand that I must reimburse the organization and my hotel or college/university for any expenses they incurred for my participation in the conference.
6. I will submit a conference evaluation to the program board and the office of student activities.
7. I agree to appear before the program board following the conference to explain my participation in the conference and to share the information I obtained.
8. I hereby certify that I am a duly enrolled student in good academic standing at _____ and I release my cumulative grade point average to the office of student activities for verification of academic standing.

Delegate _____

By _____

Date _____

Professional Staff Witness _____

By _____

Title _____

Date _____

FEES, DEADLINES & OTHER INFORMATION

[Note: NACA policies are subject to change without notice.]

The NACA® National Convention provides an excellent opportunity for colleges and universities around the country to meet one-on-one with artists, performers and agents in the Campus Activities Marketplace, preview live showcases, network with other campus activities professionals and obtain training for both professional staff and students.

The Convention is the ideal location for NACA® associate members, artists, performers, speakers and self-represented artists to find out more about the needs of NACA® member schools, meet campus activities buyers and showcase their acts.

REGISTRATION

All student and staff delegates must be registered to attend the 2015 National Convention. Students and staff from non-member schools may attend, but must pay non-member registration fees. All NACA® member delegations are eligible to participate in the Block Booking process. The registration fee includes one meal, access to the Campus Activities Marketplace and admission to all showcases and educational sessions.

Spouses and partners are welcome to attend the National Convention, but must pay the regular registration fee for the full Convention or day pass, depending upon their length of stay. All Convention policies and procedures apply to spouses or partners in attendance, whether they are school- or associate-member-related.

Any member who has an outstanding debt with NACA of more than 60 days must clear that debt before registering. NACA reserves the right to apply any funds held for or received by NACA from a debtor to any outstanding debt, as well as any accumulated service or related charges where applicable, regardless of the purpose for which such funds were received or held by NACA.

DELEGATE REGISTRATION

2015 National Convention Registration Fees

Early registration deadline is Jan. 23, 2015.
Register online any time at <https://www.naca.org/Pages/EventGridSearch.aspx>.

School Registration for NACA® Members

Early Registration.....	\$351
Early Intern Registration.....	\$172
Regular Registration.....	\$412
Day Pass.....	\$137

School Registration for Non-Member Schools

Early Registration.....	\$483
Regular Registration.....	\$538
Day Pass.....	\$198

Associate/ Non Profit/ Affiliate Registrations

Early Associate Registration.....	\$351
Regular Associate Registration.....	\$412
Day Pass.....	\$60

PROFESSIONAL DEVELOPMENT LUNCHEON

The Professional Development Luncheon, which has a registration fee of \$45, will be held Sunday, Feb. 15, at 11:30 am. Sign up for this when you register. It will include presentation of the C. Shaw Smith Award, Frank Harris Outstanding Student Government Advisor Award and Patsy Morley Outstanding Programmer Award.

DIVERSITY DINNER

The Diversity Dinner, which has a registration fee of \$45, will be held Monday, Feb. 16 at 7:15 pm. Sign up for it when you register for the Convention. It will include presentation of the Outstanding Diversity Achievement Awards and will include a featured speaker to be announced soon.

FACILITIES

Hilton Minneapolis Hotel (Headquarters Hotel)

1001 Marquette Avenue South
Minneapolis, MN 55403
Phone: 612-376-1000
Single/Double: \$153; Triple/Quad: \$163
Currently, a 13.5% sales tax is applicable to the room rate. Such taxes are subject to change without notice.
Hotel Cut-Off: Jan. 19, 2015
<https://resweb.passkey.com/go/naca2015>

Hyatt Regency Minneapolis

1300 Nicollet Mall
Minneapolis, MN 55403
Phone: 612-370-1234
Single/Double: \$163; Triple/Quad: \$173
Currently, a 13.4% sales tax is applicable to the room rate. Such taxes are subject to change without notice.
Hotel Cut-Off: Jan. 19, 2015
<https://resweb.passkey.com/go/NatlAssn-Campus15>

Millennium Hotel Minneapolis

1313 Nicollet Mall
Minneapolis, MN 55403
Phone: 612-332-6000
Single/Double: \$129; Triple/Quad: \$139
Currently, a 13.4% sales tax is applicable to the room rate. Such taxes are subject to change without notice.
Hotel Cut-Off: Jan. 30, 2015
<http://tinyurl.com/twdl6dw>

TRANSPORTATION

Minneapolis/St. Paul Airport [MSP] is approximately 13 miles from the Convention hotels. Fares average \$40 for a taxi.

Shuttle Service:

Round trip fare is approximately \$24.
<http://groups.supershuttle.com/naca.html>

VIDEOTAPING/PHOTOGRAPHY POLICIES

NACA photographs and videotapes National Convention events and attendees. These photographs and videotapes may be used in any NACA® materials and publications, and on the NACA® website. By attending this event, you, your delegates and/or the acts that you represent give NACA your consent to use photographs and videotapes in which you, your delegates and/or your acts appear. NACA® delegates or other persons may use photographic, videotape or other image and sound recording devices to record events and activities that take place during NACA® events, as long as these activities do not interfere with the audience enjoyment of or participation in NACA® events. Those photographing, videotaping or otherwise recording events cannot interfere with showcase technical crew, stagehands, etc.

The following specific guidelines apply to any photography, videotaping or other recording at an NACA® event:

- Professional crews will not be allowed.
- On-stage filming or placement will not be allowed. Recording must occur from the show floor.
- Access to the soundboard will not be allowed.
- Audience views cannot be obstructed.
- Power must be self-contained (i.e., battery packs). Access to the event power supply will not be allowed.
- Use of supplemental lighting will not be allowed.
- Some forms of recording/taping may not be available at specific venues due to union or other facility regulations.
- Recording/taping of some materials may require the permission of the owner of such materials, and it is the recorder's responsibility to obtain such necessary permissions.

- If audience members, showcase crew or other technical, conference or facility staff complain about the position of a camera/operator, the camera/operator will be asked to move. If the camera/operator does not comply, they will not be allowed to continue taping.

BY USING VIDEOGRAPHIC AND/OR OTHER RECORDING DEVICES TO RECORD NACA® EVENTS AND ACTIVITIES, THE RECORDER REPRESENTS THAT HE/SHE HAS OBTAINED ALL NECESSARY PERMISSIONS FROM ANY COPYRIGHT HOLDERS OR OTHER ENTITIES WHOSE RIGHTS MAY BE AFFECTED. THE RECORDER AGREES TO INDEMNIFY NACA, ITS EMPLOYEES, AGENTS, OFFICERS, DIRECTORS AND INDEPENDENT CONTRACTORS FROM ANY AND ALL LIABILITY ARISING FROM THE RECORDER'S VIDEOTAPING OR RECORDING ACTIVITIES.

VISIT THE 2015 NATIONAL CONVENTION WEB PORTAL

Stay up to date as you plan for your 2015 NACA® National Convention experience by regularly visiting the National Convention Portal at <https://www.naca.org/Convention/Pages/default.aspx>. Use the Portal to register online early and take advantage of reduced registration rates.

ABOUT NACA ▾
NACA EVENTS ▾
MEMBER RESOURCES ▾
BLOCK BOOKING ▾
NACA® FOUNDATION ▾
CONTACT ▾

NACA® National Convention

- Preliminary Schedule
- Delegate Registration
- Showcases
- Hotel Information
- NACA® Foundation Trivia Tournament
- Associate Member Guide
- Associate Booth Purchases
- Venue Specs and Information

NACA > NACA® National Convention

NACA® National Convention

Take The Stage

Feb. 14-18, 2015
Minneapolis, MN

The National Convention is NACA's largest event of the year. At our most recent convention in Boston, more than 2,200 delegates from more than 420 colleges and universities came together for four days of great entertainment, insightful educational sessions and networking and collaboration opportunities.

»»» 2015 Showcases Announced

More than 80 acts are scheduled to perform at the 2015 National Convention. Check out the Showcases page to see a complete list of scheduled acts as well as alternates.

»»» Stage and Video Crew Needed

NACA is looking for qualified students to apply for National Convention Stage and Video Crew Positions. Working on the crew includes a variety of tasks typical of stage crew work: loading and unloading trucks, moving, lifting and placing equipment; assembling and setting up band equipment, sound, lights and staging equipment; operating follow spot lights and video cameras, etc. All Showcase Staff are volunteer, non-paid positions but NACA will cover meals and lodging for individuals selected.

Add Block Booking to Your National Convention Preparations!

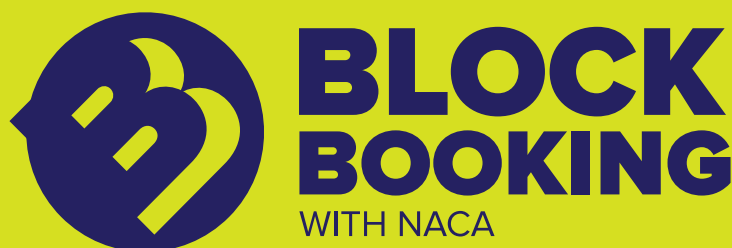
What is Block Booking?

BLOCK BOOKING (*noun*)—when three or more schools that are geographically close work with NACA® Associate members in the booking process to coordinate dates and times, maximizing routing for a given act or performer.



Participating in Block Booking with NACA® is simple:

1. Attend regional and national events where acts perform live during NACA® showcases.
2. Interact with exhibitors representing acts in the Campus Activities Marketplace (CAMP).
3. Discuss the act with your campus delegation.
4. Complete a Block Booking Form with an Associate in CAMP or express interest by completing the form in a Block Booking Meeting.
5. Form a Block and Save Money!



<https://blockbooking.naca.org>



Offering the best in leadership training and programming to help accomplish your on-campus goals, NACA® Summer Institutes are available for students and professionals working in campus activities.

Learn how to produce large-scale events like a professional by attending the **Concert Management Institute** and how to coordinate campus programs and events during the **Programming Basics Institute**.

Enhance your leadership skills in an intimate collegial learning environment by attending the **National Leadership Symposium** where you will join faculty members, student affairs professionals and educators involved with promoting leadership education at colleges and universities.

Become a successful student leader after attending the **Summer Leadership Event** at *Walt Disney World® Resort Florida*

Other Institutes include:

Huge Leadership Weekend

International Experiential Learning Institute

Student Government East

Student Government West

Student Organizations Institute

More information on the 2015 Summer Institutes is coming soon!

Visit www.naca.org/Institutes/Pages/Default.aspx for the latest updates.

EDUCATIONAL SESSIONS AND PROFESSIONAL DEVELOPMENT OFFERINGS

This listing of educational and professional development sessions for the 2015 NACA® National Convention is preliminary and subject to change. Check the National Convention Program and/or NACA® All Access for the most up-to-date listings.

SUNDAY, FEB. 15 » 9 AM - 9:30 AM

EDUCATIONAL SESSIONS 1

[30-Minute Sessions]

Ballin' on a Budget

This presentation hopes to serve as a guide on how to still plan fantastic events with less money in uncertain financial times without losing the integrity of the event. Resources for money and innovative home-grown ideas will be provided to aid and inspire programming boards to think more outside the box financially.

Presenter(s): Maggie Roussell, Graduate Assistant, University of New Orleans

Audience: ALL

Topic: Budgeting/Resource Management

Group Leadership: Actors, Directors, Props and Rehearsal

We advisors spend a significant amount of time cultivating effective teams. Group leadership involves maximizing all the actors, directors, props and talent. Ultimately, we hope to develop groups eager to taking the stage and close with a standing ovation. In this session, discover how our course, Leadership in Groups and Communities, offered in the Undergraduate Leadership Studies Certificate at Florida State University, can be adapted for use with programming boards and other student groups.

Presenter(s): Sally Watkins, Undergraduate Leadership Studies Certificate Advisor, Florida State University

Audience: Staff/Graduate Students

Topic: Delegation/Facilitation/Group Process, Leadership Development, Mentoring/Advising/Supervising

Risky Business: A Discussion of Risk Management Best Practices

We all enjoy planning events, but risk management can often be the obstacle we're all afraid to face. Sometimes, it seems easier to assess potential situations by the mantra, "If you can't say it, you can't do it." However, risk management is not something we should fear at all in our profession. Under the right procedural planning, it can be a quick and easy process that makes each future event safer. This roundtable will discuss the scope of risk management in our work and briefly look at the procedures put in place at Florida State University. Audience participation is encouraged, as we hope to hear about the action plans from an assortment of universities.

Presenter(s): Will Coleman, Graduate Assistant, Florida State University/Union Productions

Laura Hicks, Co-Sponsorships Coordinator, Florida State University/Union Productions

Audience: Staff & Students

Topic: Alcohol & Drug Prevention Programs, Concert Management, Late Night/Weekend Programming, Risk Management

Where Do You Stand? Connect with NACA and Take Your Experience to the Next Level

Do you love NACA® Conferences and Conventions (who doesn't?) and/or have a passion for the field of student activities? The NACA® Student Advisory Group is here to help you amplify your experience within the Association and Take the Stage to success! Join regional and national student volunteers and learn about student volunteer roles within NACA, internships, scholarships and more!

Presenter(s): Jennifer Marquette, NACA® Student Advisory Group Facilitator, Gustavus Adolphus College (MN)

Morgan E. Grant, NACA® Education and Development Coordinator

Bill Harclerod, Director of Campus Activities, NACA® Board Member, SUNY-Oneonta

Audience: Students

Topic: Career Development, Leadership Development, Vision/Mission/Goal Setting

SUNDAY, FEB. 15 » 9 AM - 10 AM

EDUCATIONAL SESSIONS 1

[One-Hour Sessions]

#TrendingTopics: Engaging Students in Current Issues

This presentation will focus upon the #TrendingTopics series program at the University of Kentucky that presents interactive debates and engaging discussions for students. This series is innovative and effective in its use of campus debaters and speakers to engage students in conversations that often do not occur in a classroom setting. Students are able to truly become a part of these discussions through the use of a paratweet wall and a hashtag for each event that allows students to voice and display their opinions. Past #TrendingTopics events have covered a diverse range of events, including marijuana legalization, same-sex marriage, and concealed carry laws on campus. This presentation will utilize a lecture format and an interactive tweet wall to discuss working with faculty and staff, selecting topics that are important to students, engaging students with twitter, and fostering an informed and open-minded campus.

Presenter(s): David Kinstley, Associate Director of Engaging Issues, University of Kentucky Student Activities Board

Courtney McCalla, Assistant Director for Programming, University of Kentucky Student Activities Board

Audience: Staff & Students

Topic: Series Programming/Coffeeshouses

Cruising Along the Co-Sponsor Ship

All aboard! Are your attempts at co-sponsoring with other organizations on your campus rocky? Join us to learn how you can successfully establish respectful relationships with your fellow student groups. These valuable connections will open doors to a variety of event opportunities that may not have been possible before. With the right steps, procedures and innovative ideas, your programming board will be sure to keep your co-sponsorships afloat and thriving!

Presenter(s): Sophie Ritter, Vice President of Operations, Elon University (NC)

Emily Bourke, President, Elon University

Audience: Students

Topic: Collaborations/Partnerships/Co-sponsorship

Cultivating Tradition-Based Programming for a Changing Student Population

As student demographics on our college campuses continue to change, so do the demands on our institutions and their traditional programming. Student affairs professionals are often responsible for responding to these demands while simultaneously upholding university and organizational traditions. This session will provide participants the opportunity to understand "tradition" and "innovation" as concepts; explore how they relate to professional leadership and advising responsibilities; and challenge what is considered the norm on their respective campuses.

Presenter(s): Melanie Bullock, Assistant Director for Activities and Programs, University of South Florida St. Petersburg

Gerald Harris, Assistant Director/Office Lead for the Class Center, Texas A&M University

Audience: ALL

Topic: Campus Engagement, Change Management and Innovation

FAITH + LEADERSHIP = EXTRAORDINARY LEADERSHIP SUCCESS!

When you think about Dr. Martin Luther King Jr., Mahatma Gandhi, Mother Teresa, George Washington, and other legendary leaders of the past, you will discover that one of the primary reasons they were able to make an incredible impact in their community, nation and world is because they possessed a strong spiritual foundation. In effect, they became extraordinary leaders because they acted and were led by a set of powerful spiritual truths, including love, forgiveness, faith, purpose, enlightenment, self-actualization, and compassion, which enabled them to effectively impact the lives of others as leaders. In this energetic, inspirational, enlightening and dynamic leadership

program, Joshua defines faith-based leadership as it relates to spirituality and helps emerging and seasoned leaders understand the impact and positive effects that spirituality and faith-based leadership can have on leaders. Then, he provides each leader with a set of universal practical and applicable spiritual truths that will enable these extraordinary leaders to develop a strong spiritual foundation for leadership success and see the positive impact of faith-based leadership in the 21st Century.

Presenter(s): Joshua Fredenburg, Speaker & Author, Coleman Productions, Inc. (MI)

Audience: Staff & Students

Topic: Character/Values/Ethics, Leadership Development, Religious Groups/Spirituality

How Associates Can Make the Most of the NACA® Experience

If you are an associate or performer who is new to NACA, this is the session for you! Learn NACA® lingo, conference business, what Block Booking means, how to work with schools, advisors and student, AND ask all those questions you've been thinking about since last night!

Presenter(s): Gina Kirkland, NACA® Associate Advisory Group Facilitator, Kirkland Productions (TX)

Ken Abrahams, Vice President of Client Relations, Fun Enterprises, Inc. (MA)

Audience: Associates

Topic: Leadership Development

Leadership Development vs. Leadership Opportunity: The Subtle Distinction that Transformed a Campus

The Student Affairs Division at Mount St. Mary's University (MD) is currently experiencing a renaissance of student engagement due to an innovative restructuring of departments several years ago that was based on a progressive student leadership development approach. Coming to terms with the subtle distinction between "Leadership Development" and "Leadership Opportunity" has influenced a cross departmental experiential education curriculum that is immersive, intentional, and intensive. The distinction has provided new meaning to being a "Student Leader" and has enabled our Campus Activities office to reach 99% of our student population with a combination of on- and off-campus programming.

Presenter(s): Ken McVeary, Assistant Dean of Students, Mount St. Mary's University (MD)
Joe Enste, Assistant Director of Campus Activities, Mount St. Mary's University

Audience: Staff & Students

Topic: Campus Engagement, Delegation/Facilitation/Group Process, Late Night/Weekend Programming, Leadership Development, Strategic Planning, Student Organization Management

Leadership Lessons from Dr. Seuss

Theodor Geisel, more commonly known as Dr. Seuss, wrote not only children's books that taught colors and counting, but also books that teach life leadership lessons. Join us as we tackle the world of Seuss and unpack some of the legacies he was trying to leave for young children for generations to come.

Presenter(s): Angel Miano, Associate Director of Student Life, University of South Carolina Aiken

Matthew Torres, Assistant Director of Student Life, University of South Carolina Aiken

Audience: Students

Topic: Leadership Development

Marketing Ideas to Attract a Crowd

Tired of using the same old marketing strategies? Come learn some unique ways to market your events to campus while saving a bit of money. We will also look at the specifics of electronic and press, print, 3D and personal contact marketing.

Presenter(s): Melissa Grosso, Leadership Advisor, University of Wisconsin-Whitewater

Audience: Staff & Students

Topic: Marketing/Communication/Building Attendance

Missing Motivation: A Game of Jenga

Imagine you are playing a game of Jenga. You pull out one piece and the entire structure falls. Every one piece is vital in order to keep the tower standing. Every one person makes a huge impact on the organization. Now, it's your job to keep all the pieces in line. This program will demonstrate the importance of motivating members within the organization. A problem every organization deals with is retention, but why do members continue to lose interest in the organization? Our session will demonstrate how to continue to motivate and inspire members throughout the year.

Presenter(s): Abbie Gunkel, SMAC Vice President, The University of Southern Mississippi
Gemarco Peterson, SMAC Public Relations Coordinator, The University of Southern Mississippi

Gavin Snyder, SMAC President, The University of Southern Mississippi

Audience: Staff & Students

Topic: Change Management and Innovation, Character/Values/Ethics, Delegation/Facilitation/Group Process

Programming with a Purpose

Want to put on an event guaranteed to excite and impact students on your campus? Learn how to program with a purpose by creating a programming needs assessment that is sure to be a success. In this session, you will develop a programmatic strategic plan for implementing events at your institution using student feedback, assessments, university mission and vision statements, and collaborative efforts with other campus departments. After this session, you will walk away with a better understanding of how to program with a purpose.

Presenter(s): Jeremy Sippel, Program Assistant for Campus Life, Southern Illinois University Edwardsville

Audience: ALL

Topic: Programming Basics/Nuts and Bolts, Strategic Planning, Vision/Mission/Goal Setting

Religiously Affiliated Institutions Network: Successes and Challenges in Programming

Guided by the Principles of Good Practice for Student Affairs at Catholic Colleges and Universities, this session will talk about the successes and challenges of programming at religiously affiliated institutions. Religiously affiliated institutions provide a unique college experience for students grounded in faith and focus on academic and spiritual development, while still providing opportunities and programs that cater to typical college students (trends, music, etc.). In the area of student activities, programming can experience unique opportunities and challenges when factors such as religious affiliation, mission, values and morals come into play, in which finding what programs meet the institution's and students' needs are the key. Come learn about the successes and challenges of programming and how the environment in which religiously affiliated institutions create allows room for creativity within campus programming.

Presenter(s): Jasmine Whitlow, Graduate Assistant for Student Life, University of Dayton

Audience: Staff & Students

Topic: Programming Basics/Nuts and Bolts, Religious Groups/Spirituality, Vision/Mission/Goal Setting

Say What? ... A Brain-Based Approach to Communication and Conflict

When the stakes are high, sometimes we SNAP. This session unlocks the mystery behind why we lose control and fumble for words in times of stress or conflict. Participants will be introduced to the Intercultural Conflict Styles approach to engage and manage conflicts more effectively. How you show up matters and knowing your conflict style is a start. Students will learn a four-step process for better communication when it really counts. When the payoff is big, you'll want to know how to show up so others can hear you.

Presenter(s): Jeff Stafford, Leadership Educator, Orange Slice Training (MN)

Audience: ALL

Topic: Change Management and Innovation, Character/Values/Ethics, Marketing/Communication/Building Attendance

EDUCATIONAL SESSIONS

Seven Best Practices for Effective Event Marketers

Does your programming board have fabulous events into which you put ample planning but do not get the attendance you hope to achieve? Quality marketing is imperative to any successful, well-attended event! Join the University Activities Board at Michigan State University, lead by two seasoned event marketers, as we walk through seven best practices for achieving the attendance you know your events deserve! This session will be beneficial to schools of all sizes and demographics in developing creative and effective marketing for your events, as well as your programming board!

Presenter(s): Emily Fenger, Music Director, Michigan State University

Marc Reed, Chairperson and Human Resources Director, Michigan State University

Audience: Students

Topic: Marketing/Communication/Building Attendance, Programming Basics/Nuts and Bolts

TGIF! Where's the (Late-Night Programming) Party At?

It's Friday night and just as most of campus is dying down, the student center is alive and kickin'! Students are excited and ready for this week's Bulls Nite Out event. From comedy to dance parties (and movies for a more relaxed evening), the University of South Florida provides ample opportunities for students to feel connected on campus with late-night programming. Come learn about the success (and some not-so-successful moments) of Bulls Nite Out as we enter our fifth year and how you can start or enhance your own late-night programming series!

Presenter(s): Richard Scibetti, Coordinator, Center for Student Involvement, University of South Florida

Marion Huntley, Graduate Assistant, University of South Florida

Kevin McKeon, Programming Director, University of South Florida

Audience: Staff & Students

Topic: Late Night/Weekend Programming

Use the Ingredients You Have: A Recipe to Successfully Transition from Undergraduate Student Activities to Graduate School

Successfully transitioning from being an undergraduate to a graduate student can be hard to do! It requires five parts dedication, three parts patience, and a pinch of humor. If you are an undergraduate transitioning out of your programming role with hopes of going into student affairs/higher education or currently a graduate student just starting out, it is important to understand the special ingredients it takes to be successful. Current higher education graduate students will share their transitional experiences and tips and help you maximize your skills and resources so your transition from a fantastic undergraduate student leader to a graduate student in higher education will be smooth and triumphant!

Presenter(s): Brittany Vytal, Graduate Assistant in Student Activities and Leadership and Transition Programs, Massachusetts College of Art and Design

Tory Atkins, Graduate Assistant, Tufts University (MA)

Audience: Staff & Students

Topic: Career Development, Leadership Development, Mentoring/Advising/Supervising

Wave Goodbye to Low Volunteer Retention

Does your volunteer program need a boost? We'll show you how to effectively manage your volunteers and leverage their efforts into a more effective and efficient board. Come check out the Volunteer Management System that the Campus Activities Board at UNC-Charlotte uses and implements.

Presenter(s): Tikayla Downing, Vice President, Campus Activities Board, University of North Carolina at Charlotte

Raven Johnson, President, Campus Activities Board, University of North Carolina at Charlotte
Thanh Le, Assistant Director of Student Activities for Special Programs, University of North Carolina at Charlotte

Audience: Staff & Students

Topic: Campus Engagement, Delegation/Facilitation/Group Process, Recognition and Rewards

SUNDAY, FEB. 15 » 10:15 AM – 11:15 AM

EDUCATIONAL SESSIONS 2

(One-Hour Sessions)

All-Access Pass: Creating Meaningful Mentoring Relationships

Student success in college relies on a network of support. Mentoring relationships offer a designed setting to develop valuable one-on-one relationships between students and professional staff. These intentional interactions help create relationships fostering student development and growth. It takes commitment, desire and respect to make mentoring relationships work for both parties. Whether you're looking for a mentor, eager for a mentee, or hoping to establish a mentor program, this presentation will demonstrate how success for students begins with establishing positive relationships with professional staff.

Presenter(s): David Vale, Assistant Director for Campus Programs, The University of Akron (OH)

Ally Roat, Graduate Assistant, Zips Programming Network, The University of Akron

Audience: Staff & Students

Topic: Mentoring/Advising/Supervising

Behind the Music: Getting to Know Your Advisors

"How well do you really know your advisor?" This is an honest question considering the relationship between an advisor and his or her students can make or break an organization. The purpose of this presentation is to give students an opportunity to learn more about the lives of their advisors and provide action steps on how to move forward to get the most out of the advisor/advisee relationship. We have designed an interactive presentation that will allow us to target and answer any specific student questions or concerns that may arise. The advisor/advisee relationship is essential to student growth, as well as organizational success. We look forward to providing participants with skills and strategies to take back to campus and make their advisor/advisee relationships as effective as possible.

Presenter(s): Ryan Day (National Convention Grad Intern), Graduate Assistant for The Carolina Leadership Initiative, University of South Carolina

Steve Pagios, Associate Director, Department of Student Activities, Brandeis University (MA)

Audience: Students

Topic: Mentoring/Advising/Supervising

Building a Healthy Lifestyle for the Student Activities Professional

The life of a student affairs professional can be full and busy. At times, we tend to get so caught up in daily job responsibilities that we forget to set aside time for ourselves. During this workshop, the facilitators will discuss ways to incorporate various stress relieving tactics, activities and healthy living plans into daily routines to help to implement a healthier and balanced lifestyle.

Presenter(s): Adler Marchand, Graduate Assistant for the Office of Multicultural Affairs, University of South Florida St. Petersburg

Erica Campbell, Coordinator for the Office of Multicultural Affairs, University of South Florida St. Petersburg

Jovanna Guevara, Graduate Assistant for Activities and Programs, University of South Florida St. Petersburg

Audience: ALL

Topic: Staff Development

Can't Stop, Won't Stop! Creating Themed Week of Events to Keep the Fun Going!

Do you enjoy spreading kindness, relaxing before finals, and riding a bike to make smoothies? This session is for you! The Aztec Student Union Board at San Diego State University strives to implement creative weeklong series of events to engage students in social, educational and cultural activities. From De-Stress Fest during finals and Kind Week to encourage random acts of kindness to GreenFest's mission of promoting a sustainable lifestyle and The First 9 Days to welcome students to their spring semester, these innovative events attract hundreds of students each semester. Come learn how YOU can build themed-week events unique to your campus!

Presenter(s): Yevgeniya Kopeleva, Assistant Programs Coordinator, San Diego State University

Audience: Staff & Students
Topic: Series Programming/Coffeehouses

Conversation Skills: Confident in Communication

Email, IMs and text messages all make sharing information quick and convenient. Feeling a little rusty when it comes to communicating face to face? Come join this session as we look at "conversation skills" as "leadership skills" by reflecting our own confidence and competence. And we'll also look at demonstrating effective interpersonal communication for recruitment and retention, networking and interviewing. You'll learn tips and tools and have some great conversations, as well!

Presenter(s): Michael Miller, Motivational Speaker, FUN Enterprises, Inc./Michael Miller (MA)
Audience: ALL
Topic: Career Development, Change Management and Innovation, Character/Values/Ethics, Greek Life, Leadership Development, Staff Development

Dirty Little Secrets: An Advanced Discussion Concerning Everything You Want to Know about Major Events (but No One Is Willing to Tell You)

The session will be a moderated open forum to discuss advanced issues regarding major events, including but not limited to: realistic timelines, the truth about how artists make their decisions, the importance (or lack thereof) of signed contracts, the fluidity of the entertainment business, the myth of the percentage deal, and the interplay between higher ed and entertainment.

Presenter(s): Adam Tobey, President, Concert Ideas, Inc. (NY)
 Mike Burdman, Assistant Director, Florida Atlantic University-Boca Raton
Audience: ALL
Topic: Booking Acts/Contracts/Riders, Campus Engagement, Concert Management, Student Organization Management

Don't Replace, Reposition: How Altering the Position of Your Organization's Brand Image Will Benefit You and Your Campus Community

An organization has a strong brand image when a student can participate in an event and realize who hosted it without having to be told. Students and associates will leave this educational session with an applicable understanding of the term "brand image" and how to reposition their image for the betterment of the organization and campus community. There will be an interactive discussion about the difference between rebranding and repositioning and the benefits of repositioning. The presentation will discuss how the University of Kentucky's Student Activities Board repositioned its brand image, but more importantly, educate student organizations on how to begin their own repositioning journey. A six-step process and review of common problems and solutions student organizations with image challenges normally face will allow the audience to brainstorm how to strengthen their own organization's image. Students will learn how to adapt to their transitional environment and position themselves for continued success.

Presenter(s): Olivia Senter, Director of Public Relations, University of Kentucky Student Activities Board
Audience: Students
Topic: Campus Engagement, Marketing/Communication/Building Attendance, Strategic Planning

Effectively Using Learning Outcomes

What role do learning outcomes play within your programming board or student organization? Do your students fill out the *Competency Guide* three times a year and forget about it? This session will explore practices used to enhance the experience students have when using the *Competency Guide for College Student Leaders*. Often, students create learning outcomes or set goals and that's the end of our assessment practices. What can we do to make sure our students' time is being well utilized while they hold leadership roles on our campus? Assessment doesn't have to be put on the back burner. There are ways to successfully integrate it into the work we do! Come to this session to find out more!

Presenter(s): Karen Stepanek, Graduate Advisor, Reeve Union Board & General Leadership, University of Wisconsin-Oshkosh

Jessica Searcy, Associate Director for the Student Government Association, Embry Riddle Aeronautical University (FL)
Audience: Staff/Graduate Students
Topic: Research/Assessment/Benchmarking

Meetings Across The Miles: Coordinating Yawn-Free Virtual Meetings

Whether you're trying to motivate a team of individuals spread out across the country or hoping to pull organization members together over the summer, virtual meetings done via phone can be boring and minimally effective. Join Amma Marfo from Emmanuel College to learn about tips and free tools that can help your virtual attendees stave off the yawns during your next long-distance meeting.

Presenter(s): Amma Marfo, Assistant Director, Student Activities, Emmanuel College (MA)
Audience: Staff & Students
Topic: Delegation/Facilitation/Group Process, Student Organization Management

Members Need Entertainment, Too

Retaining members throughout the year can be difficult and time consuming if you don't have a strong plan for member retention. Come learn some tips, strategies and encouraging ways to not only keep your members, but also engage them in developing their own leadership growth. Through team-building facilitation and leadership development, your members will be getting much-needed attention and become a more dedicated and cohesive team. Whether you're on a budget or looking for ways to encourage member participation, this session will cover various strategies on ways to entertain, retain and develop your members!

Presenter(s): Christine Lucht (National Convention Grad Intern), Graduate Research Assistant - Pride and Traditions, Texas State University-San Marcos
 Megan Habermann, Assistant Director for Student Leadership and Activities, Western Oregon University
Audience: Staff & Students
Topic: Delegation/Facilitation/Group Process, Staff Development, Student Organization Management

NACA® Volunteer Experience Summit: The Recommendations and Feedback

The NACA® Volunteer Experience Summit was designed to take a deep dive into the NACA® volunteer experience. Fourteen volunteer leaders and two staff members from the NACA® Office gathered in Boston to create a new vision and strategies that enhance the volunteer experience across the Association. This session offers current volunteer leaders and Association members an opportunity to hear the recommendations and offer feedback. The input of our members is critically important as we move forward toward enhancing the NACA® Volunteer Leader Experience.

Presenter(s): Matt Miller®, NACA National Volunteer Development Coordinator, Bridgewater State University (MA)
 Dan Fergusson, NACA® Board of Directors, Vice Chair for Programs, Linfield College (OR)
Audience: ALL
Topic: Leadership Development

Starting on the Right Foot: Retreats 101

This session will provide tips, ideas and examples of how to effectively plan and facilitate a retreat for your executive board that covers training, team dynamics, and leadership development. We will break this session down into how to plan an effective timeline for your retreat, various activities that will help your executives grow to trust each other in a short period of time, and run through some of the best practices for providing a crash course in efficient event planning.

Presenter(s): Jennifer Marquette, Campus Activities Board President, Gustavus Adolphus College (MN)
Audience: Students
Topic: Programming Basics/Nuts and Bolts, Strategic Planning, Vision/Mission/Goal Setting

EDUCATIONAL SESSIONS

Think Outside the Crayon Box: Using True Colors Theory to Market to the Masses

Nothing is more frustrating to a programmer than hearing, "Sorry, I didn't know about that event," even though you've plastered campus with flyers, spent hours promoting through social media, and sent a guy in a chicken suit running through campus wearing an "Event Today" sign. Marketing efforts can easily fall on deaf ears if a student's personality traits are sparked by different techniques. Using the True Colors Personality Inventory, this session will provide methods of marketing a wide array of events to the four color breakdowns established in True Colors theory. Are there special ways to entice an Orange to come to that Alcohol Awareness Panel? What about encouraging a Gold to stop by that Mystery Event in the quad? Join us for this session to learn more about our methods of Thinking Outside of the Crayon Box.

Presenter(s): Brooke Stochl, Fontbonne Activities Board President, Fontbonne University (MO)

Danielle Ader, Fontbonne Student Government Association President, Fontbonne University

Audience: Students

Topic: Marketing/Communication/Building Attendance

Time for a Change: Restructuring Your Organization

Sometimes change is necessary to make your organization the best it can be. This session will provide attendees with information on how to navigate the process of change and provide direction when groups are moving forward.

Presenter(s): Leana Zona, Graduate Assistant, Campus Activities & Student Engagement, The University of Maine

Nathan Hofer, Assistant Director of Student Activities, University of Sioux Falls (SD)

Audience: Staff & Students

Topic: Change Management and Innovation, Vision/Mission/Goal Setting

Tweaking Tradition

We all take pride in our campus traditions, but in reality, traditions often lose their flair as technology is increasing and generations are changing. The current generation of college students think and work differently than past generations do. We all want to keep our "regulars" coming back to our events while implementing new ideas to engage more students each time. Wake Forest University Student Union has found that the "if it ain't broke, don't fix it" rule doesn't always apply to implementing positive change to campus traditions. If you want to pack the house, you might have to tweak your programs to create the best experience for students.

Presenter(s): Lucas Swenson, President, Wake Forest University (NC) Student Union

Jonna Greer, Assistant Director, Wake Forest University Student Union

Audience: ALL

Topic: Change Management and Innovation, Homecoming, Marketing/Communication/Building Attendance

Why Programming Boards NEED to care about Diversity

This session is about more than buzz words. Diversity, inclusion and privilege are essential topics for all programming boards to consider when goal setting, planning events, and serving their ENTIRE student body. We cannot expect our students to be experts on inclusivity if we do not give them the resources they need to understand themselves as cultural beings or the ability to learn about others. This session will outline the importance of training your programming board on how to serve a diverse body of students while learning more about themselves in the process.

Presenter(s): Andrea Junso, Director of Campus Activities, Gustavus Adolphus College (MN)

Audience: Students

Topic: Character/Values/Ethics, Diversity/Multiculturalism, Leadership Development, Student Development Theory

SUNDAY, FEB. 15 » 10:15 AM - 10:45 AM

EDUCATIONAL SESSIONS 2

(30-Minute Sessions)

Creating a Conference: Lead, Explore and Develop

The Leadership Exploration and Development Conference is an opportunity for students to explore their personal journey of leadership. During this conference, we challenge students to define leadership and help them gain knowledge and skills they will be able to use as student leaders in student organizations, develop competencies to further career goals, and engage with administrators to develop understanding of leadership. This is open to students with varying leadership experiences, ranging from emerging leaders to those who are graduating and wanting a connection to a local business for potential employment. Come learn how this conference can be successfully implemented at your university.

Presenter(s): Jeremy Sippel, Program Assistant, Southern Illinois University Edwardsville

Katlyn Hamm, Coordinator of Student Activities, Lesley University (MA)

Audience: ALL

Topic: Campus Engagement, Career Development, Collaborations/Partnerships/Co-sponsorship, Leadership Development, Student Development Theory, Student Organization Management, Vision/Mission/Goal Setting

Mock Programming: Taking Brainstorming to the Next Level

Brainstorming is one of the most vital and useful strategies for creating complete, quality programs and events for your students, but today, we are taking brainstorming to another level! Join the University Activities Board at Michigan State University as we utilize a unique, highly effective method for developing program ideas! In this session, we will not only discuss ways to get your board's creative juices flowing, but we will also collaborate with other students in a low-risk environment to create event proposals on the spot. You are certain to leave this session with new, creative ideas for your campus activities board and a brand new way to brainstorm with your programming board.

Presenter(s): Marc Reed, Human Resources Director & Chairperson, University Activities Board, Michigan State University

Emily Fenger, Music Director, University Activities Board, Michigan State University

Audience: Staff & Students

Topic: Delegation/Facilitation/Group Process

SUNDAY, FEB. 15 » 1 PM - 2 PM

PROFESSIONAL EDUCATIONAL SESSIONS 1

(One-Hour Sessions)

Becoming a STAR Supervisor (Part 1)

I believe the most important thing we do is supervise staff—even though we sometimes lose focus of that and concentrate on "our work" instead. If you have staff, being a good supervisor IS your job. Whether you are a newer supervisor or an experienced veteran, supervision is an area where we can always learn and improve. Through hiring, training, coaching or evaluating, your work as a supervisor shapes individual lives as well as your department's performance. Come enhance your professional skill repertoire while heightening the intentionality of your supervision. (Part 2 continues in 2:15-3:15 block.)

Presenter(s): beth tripllett, NACA® Board Member, VP for Enrollment Management, Clarke University (IA)

Audience: Staff & Associates

Topic: Mentoring/Advising/Supervising

SUNDAY, FEB. 15 » 2:15 PM – 3:15 PM

PROFESSIONAL EDUCATIONAL SESSIONS 2

(One-Hour Sessions)

Becoming a STAR Supervisor (Part 2)

I believe the most important thing we do is supervise staff—even though we sometimes lose focus of that and concentrate on “our work” instead. If you have staff, being a good supervisor IS your job. Whether you are a newer supervisor or an experienced veteran, supervision is an area where we can always learn and improve. Through hiring, training, coaching or evaluating, your work as a supervisor shapes individual lives as well as your department’s performance. Come enhance your professional skill repertoire while heightening the intentionality of your supervision. (Continued from 1 PM – 2 PM block.)

Presenter(s): beth triplett, NACA® Board Member, VP for Enrollment Management, Clarke University (IA)

Audience: Staff & Associates

Topic: Mentoring/Advising/Supervising

CAS: What’s New and What’s Useful and How to Use It

This session will introduce participants to the Counsel for the Advancement for Standards in Higher Education (CAS) resources, materials and new developments for a self-assessment of their area(s) of responsibility. This session will be facilitated by the NACA® representative on the CAS Board of Directors.

Presenter(s): Dr. Gayle Spencer, NACA® CAS Rep., Director, Illinois Leadership Center, University of Illinois

Audience: Staff/Graduate Students

Topic: Research/Assessment/Benchmarking

Don’t Let Your Board List Off Course: Keys to Effective Retreat Planning

Everyone plans retreats, but not all retreats are effective. In order to be prepared for success, start by using an effective officer transition plan. With a solid transition plan and an effective retreat, you can get your crew on board and ready to set sail. Come learn different strategies to develop your group and set it up for success by utilizing the keys to effective retreat planning.

Presenter(s): Amy Vaughan Deahl, Director of Student Activities & Campus Events, Embry-Riddle Aeronautical University (FL)

Audience: Students

Topic: Staff Development

Integrating Mission with Student Government Advising at Faith-Based and Religiously Affiliated Colleges and Universities

Student Government advisors at faith-based and religiously affiliated institutions are called to guide, serve as educators in faith and develop student leaders in unification with their institution mission. Their organizations may be responsible for passing resolutions, approving of student clubs, proposing policy changes and representing the student voice. At times, however, the student government leader’s desire for change may conflict with the institutional identity/mission. Advising students and broadening their experiences within the institutional context is challenging. The need to have students and staff members walk together on this journey is essential for effective programming and student government decisions and policies. This session will allow participants to share their best practices of integrating mission while advising student government leaders though the exploration and discussion of different advising models, strategies and ideologies.

Presenter(s): Peggy Hnatukso, Director of Student Activities for Programming, University of Notre Dame (IN)

Audience: Staff/Graduate Students

Topic: Character/Values/Ethics, Mentoring/Advising/Supervising, Student Government

The High-Tech and High-Touch Student Affairs Professional

What would a leader in student affairs tweet? Social media use by college students is skyrocketing, challenging student affairs educators to meet them where they are. At the same time, student affairs professionals can be found

online engaging on campus and beyond. To explore this phenomenon, this session will present study findings from the presenters’ research that explored 16 senior-level student affairs administrators and their leadership practices on social media. Attendees will receive a social media leadership framework and digital decision-making model applied to work in student activities. Come to this session to be inspired to expand your leadership capacity on campus and across the country.

Presenter(s): Josie Ahlquist, Doctoral Candidate, Speaker, Blogger and Author, Bass Schuler Entertainment (IL)

Audience: Staff/Graduate Students

Topic: Career Development, Leadership Development, Staff Development, Technology

Training Students for Success

The Fort Hays State University Memorial Union employs 50 student employees in roles ranging from office staff to room set-ups to programming board executives while serving over 500,000 visitors, annually. Properly training student staff may prevent problems before they occur, aid in university retention initiatives, and assist students in creating résumé building experiences for their first post-graduation jobs. This session will highlight best practices in training student employees in the areas of goal setting and skill development, personal transition to their individual roles, and effective decision making as peer leaders.

Presenter(s): Edie McCracken, Director of the Memorial Union, Fort Hays State University (KS) Vincent Bowhay, Assistant Director of the Memorial Union, Fort Hays State University

Audience: Staff/Graduate Students

Topic: Mentoring/Advising/Supervising, Staff Development, Student Development Theory

2013 NACA® RESEARCH GRANT RECIPIENT PRESENTATION

Unwrapping the Student Leader Assessment Process:

Moving Beyond Self-Assessment

Presented by recipients of the 2013 NACA® Research Grant, this session focuses on assessment of student leader learning. Working in the field for many years and lacking a solution to address the wide gap in understanding of student leader learning and the reliance on self-assessment tools and anecdotal evidence, they sought to find a better method for capturing their student learning. Using the NACA® Competency Guide as a foundation, they expanded on the work by designing multiple tools, including a unique objective tool, to pair with the self-assessment tool. After two years of research, the team will unwrap their findings and leave participants with an assessment plan that is easy to implement and utilize in any student leader setting.

Presenter(s): Justin Janak, 2013 NACA Research Grant Comprehensive Award winner, Assistant Director, Student Activities and Assessment, East Carolina University (NC)

Patrick Edwards, PhD, 2013 NACA Research Grant Comprehensive Award winner, Director of Student Activities, University of Houston Downtown

Kathleen Hill, Director of Student Affairs Assessment, East Carolina University

Audience: Staff/Graduate Students

Topic: Leadership Development, Research/Assessment/Benchmarking

Welcome to Campus: Strategies to Increase Connectedness for GLBTQ Students

Campus climate for lesbian, gay, bisexual, transgender and queer (LGBTQ) students is uniquely experienced on every campus. This interactive discussion is designed to empower administrators to engage and challenge factors that create resistance for embracing LGBTQ students as a part of campus life. By discussing trends in research and identifying methods and strategies rooted in best practices and experience, this session focuses on making connectedness a strategic priority.

Presenter(s): Aaron J. Hart, Director, Housing and Residence Life, Indiana University-Purdue University Indianapolis

Jason L. Meriwether, Vice Chancellor for Enrollment Management & Student Affairs, Indiana University Southeast

Audience: Staff/Graduate Students

Topic: Character/Values/Ethics, Diversity/Multiculturalism

EDUCATIONAL SESSIONS

SUNDAY, FEB. 15 » 2:15 PM - 2:45 PM

PROFESSIONAL EDUCATIONAL SESSIONS 2 (30-Minute Sessions)

Graduate Student Research Forum and Poster Session

In addition to the programming work many student affairs professionals, graduate students, and undergraduate students organize, the need to conduct research is an important part of the assessment process. This session is a highly engaging poster session opportunity for students, staff and associates to display and interact with others who are doing research in the student activities and involvement fields. This is a project of the NACA® Research and Scholarship committee.

Presenter(s): Michael Preston, NACA® Research and Scholarship Chair, Director of Student Activities, University of Central Florida

Audience: ALL

Topic: Academic Affairs/Educational Programming

MONDAY, FEB. 16 » 9 AM - 10 AM

EDUCATIONAL SESSIONS 3 (One-Hour Sessions)

#StopSettingGoals #StartAchievingThem!

Setting a goal is easy; it's accomplishing it that is difficult. Whether you want to ace a difficult class, increase involvement on campus, or land your dream job, by attending this session, you'll learn practical strategies you can apply immediately to help you to achieve your most important ambitions. Some of the things you'll discover are: the top five obstacles that prevent people from reaching their goals; the three-step process Hoan Do used to get on NBC's hit show *American Ninja Warrior* (which you can use to help increase your chances of achieving your goals); and the real purpose as to why you need to pursue your dreams. By the end of the session, you'll have more clarity on what is important in your life and you'll also walk away with a step-by-step game plan to start working toward achieving your goals.

Presenter(s): Hoan Do, Speaker & Author, Coleman Productions, Inc. (MI)

Audience: Staff & Students

Topic: Leadership Development, Vision/Mission/Goal Setting

Creating Tracks of Learning with Events on Campus

As the demand for skills-based education continues to grow, recognizing and credentialing skills development is becoming increasingly important. Fort Hays State University's Curriculums program is a joint effort designed to encourage student success inside and outside the classroom by linking curricular learning with student involvement through the use of student engagement software. This presentation will discuss a successful model of tracking university event attendance and connecting participation with student development theory to create a replicable outside of the classroom college experience.

Presenter(s): Vincent Bowhay, Assistant Director of the Memorial Union, Fort Hays State University (KS)

Edith Reza-Martinez, Graduation Assistant, University Activities Board & Union Programs, Fort Hays State University

Jared Cook, Graduate Assistant, Co-Curricular Engagement, Fort Hays State University

Audience: Staff/Graduate Students

Topic: Campus Engagement, Leadership Development

The Defining Decade for College Students:

What Every College Student Needs to Know About Life in Your 20s

Our "30-is-the-new-20" culture tells us the 20-something years don't matter. Some say they are a second adolescence. Others call them an emerging adulthood. Based on the insightful TED Talk and work of Dr. Meg Jay in her best selling book, *The Defining Decade*, this session will help 20-something college students who have been caught in a swirl of hype and misinformation, much of which has trivialized, learn more about what is actually the most defining

decade of adulthood. This session is facilitated by a team of smart, compassionate and inspiring seasoned young adults who've been there, done that and are still doing it. If you're a 20-something college student (or professional!), then you will not want to miss out on this insightful session!

Presenter(s): Christina Lohman, Collegiate EmPowerment Facilitator, Neon Entertainment (NY)

Audience: ALL

Topic: Mentoring/Advising/Supervising, Student Development Theory

Facing Transgender: Advocacy, Education, and Empowerment

After the presenter having done transgender education for a number of years, this program developed around the triangulation of sex, gender and sexual identity and the connections between sexism and heterosexism. By clearly depicting the differences and dependence of these three words that are often used synonymously, we can then begin a deeper conversation regarding current policies and procedures on campus. Understanding these differences can be made very simple so that next steps can be planned for campuses and organizations that may not be easy to implement.

Presenter(s): Jessica Pettitt, Speaker/Facilitator, Kirkland Productions (TX)

Audience: ALL

Topic: Diversity/Multiculturalism

Homecoming Takes Center Stage!

Homecoming has come a long way at San Diego State University (CA) and is now a much-anticipated week of events for students, staff, faculty, alumni and the campus community! Learn how to create an effective homecoming steering committee to lead and sustain a week of programming that enhances campus life and promotes school pride. From student team competitions that include a talent show, trivia night, video commercials, a 5k run, and so much more to a day dedicated to giving back to the local community through a blood drive, a spirit shirt swap, and a can-struction competition, the committee is igniting the week of Homecoming to take center stage as "Aztecs Ignite the Night" with fireworks at the end of the football game!

Presenter(s): Yevgeniya Kopeleva, Assistant Programs Coordinator, San Diego State University (CA) Associated Students

Audience: Staff & Students

Topic: Homecoming

Mo' Money, Mo' Problems

Large-scale budgets can be a curse and a blessing. Learn how to manage a large budget and use your money wisely. SPC at Florida International University has a budget of over \$500,000 and over 70 events throughout the year. Take a glimpse at how to break down events and budgets and get the most bang for your buck

Presenter(s): Melissa Vazquez, President, Florida International University

Alejandro Castaneda, Graduate Assistant, Florida International University

Audience: Students

Topic: Booking Acts/Contracts/Riders, Budgeting/Resource Management, Campus Engagement, Concert Management, Marketing/Communication/Building Attendance, Programming Basics/Nuts and Bolts, Student Organization Management

No Brown M&Ms? Can We Negotiate That?

When the concert starts, the students go crazy! But what happens before that first note is hit? From the initial offer to the final handshake, everything is negotiable. So how do you give the performers what they want while sticking to a budget and university policies? In this program, an agent and a student activities professional team together to tell you two sides of the same story. We want to help you secure the acts you want and build a strong reputation as a school performers want to come to.

Presenter(s): Richard Scibetti, Coordinator, Center for Student Involvement, University of South Florida

Adam Tobey, President, Concert Ideas, Inc. (NY)

Audience: ALL

Topic: Booking Acts/Contracts/Riders

Producing Live Comedy Events

Barbara Holliday is the owner of The Flappers Comedy Club, with two locations in Burbank and Claremont, two of the newest and most successful comedy clubs in Los Angeles. Flappers has featured Rob Schneider, Christopher Titus, Carlos Mencia, Jim Breuer, Tom Green, and many many more. She is also the manager and producer of H2F Comedy Productions Inc., the booking division of Flappers Comedy Club. She has been producing live comedy events for over 20 years all over the world. She will guide you through the basics of live event production; more specifically, how to make your comedy events more successful. Topics include choosing the right comedian for your event and making sure they can do the time! Learn how to write powerful press releases about your event and learn to package and promote your comedy events on a budget.

Presenter(s): Barbara Holliday, Manager/ Owner/ Producer, H2F Comedy Productions/ Flappers Comedy Club

Audience: ALL

Topic: Academic Affairs/Educational Programming, Booking Acts/Contracts/Riders, Career Development, Programming Basics/Nuts and Bolts

Programming for Diversity in the Deep South: Saying and Doing

We're having a week to celebrate diversity! Well ... it was not exactly the easiest thing to get our campus excited about. How do you get people excited to attend events that are not only educational, but can be somewhat controversial in nature, especially on a campus where issues of diversity are not always "openly" discussed? Join SMAC as we highlight our Multicultural Awareness Week and the successes and hardships we faced to make the week happen on our campus.

Presenter(s): Elyssa Klipsch, SMAC Events Coordinator, The University of Southern Mississippi

William Takewell, Student Activities Manager/SMAC Advisor, The University of Southern Mississippi

Natacha Rivera-Ruiz, SMAC Social Events Director, The University of Southern Mississippi

Audience: ALL

Topic: Academic Affairs/Educational Programming, Diversity/Multiculturalism

R U Ready? To Take CAB to the Next Level!

Learn how we grew from a Campus Activities Board with only an advisor and an e-board to a thriving organization with over 30 members. As a small commuter campus, we tend to see the same students involved in everything. By tapping into this group, we have been able to maintain our big annual events while completely rebranding the organization. Join us in this interactive session as we discuss how we did it and how we have maintained the excitement over the last couple years.

Presenter(s): Amanda Holloway, Asst. Director, New Student Programs & CAB Advisor, Rutgers University-Camden (NJ)

Mason Hopkins, CAB Treasurer & Orientation Leader, Rutgers University-Camden

Audience: Staff & Students

Topic: Engaging Commuter Students, Leadership Development, Marketing/Communication/ Building Attendance, Student Organization Management

Reinventing Campus Living through University Partnerships

This program will discuss the University of New Orleans' newest approach to collaboration: Affinity Housing. Affinity Housing opened in fall 2013 with four new affinity wings: iLEAD *(involvement/leadership), New Orleans Culture, Transfer Experience, and Honors. Affinity Housing was created and implemented through campus partnerships: Housing, Student Involvement and Leadership, Orientation, and First-Year Experience. Through reviewing theories centered around transformative learning, this presentation will focus on campus partnerships that create a holistic on-campus living experience for new students.

Presenter(s): LeeAnne M Sipe, Assistant Director, Student Involvement & Leadership, University of New Orleans (LA)

Audience: Staff/Graduate Students

Topic: Campus Engagement, Collaborations/Partnerships/Co-sponsorship

Revenue Generating Concerts as a Student-run Night Club

This session will focus on how to run a music venue on campus that offers a large variety of entertainment. Learn from key staff and students who manage the Maintenance Shop at Iowa State University. This iconic venue has been offering cutting edge programming for over 40 years. Presenters will explain the booking model used, as well as the staffing structure that makes this venue a truly student-run experience.

Presenter(s): George Micalone, Director of Student Activities, Iowa State University
Jim Brockpahler, Entertainment Programs Coordinator, Iowa State University

Audience: Staff & Students

Topic: Concert Management, Marketing/Communication/Building Attendance, Series Programming/Coffeehouses

The Power of Words - A Leadership Dilemma

Whoever said, "Sticks and stones will break your bones, but words will never hurt you," couldn't be more off track. This session takes a look at language and the power it has to create and sustain successful leadership for campus engagement. In this experiential workshop, you will roll up your sleeves and build community by using words and language. What happens when 50 leaders get in a room with a daunting task like this? Come experience it here, and bring back the lessons learned and the five-step process of effective engagement to your campus.

Presenter(s): Jeff Stafford, Speaker & Leadership Educator, Orange Slice Training (MN)

Audience: Students

Topic: Campus Engagement, Diversity/Multiculturalism, Leadership Development, Vision/ Mission/Goal Setting

Utilizing a Cultural Simulation to Engage Students: Welcome to Kujenga

Kujenga is a diversity retreat that provides participants with a unique opportunity to learn how to be social change agents on their campuses. Throughout this two-day retreat, individuals are able to distinguish how they identify with diversity, learn about other cultures and get to experience an interactive cultural simulation on the Underground Railroad. The use of this cultural simulation creates an opportunity for participants to engage in learning outside of the traditional classroom and lecture format. This interactive session will provide you with more information about the NDSU Kujenga Program and give you valuable insight on how to design, implement, and assess a cultural simulation.

Presenter(s): Kim Bruemmer, Assistant Director of Campus Activities, North Dakota State University

Matt Skoy, Associate Director, Student Activities, North Dakota State University

Steve Winfrey, Director, Memorial Union, North Dakota State University

Audience: ALL

Topic: Diversity/Multiculturalism, Leadership Development

MONDAY, FEB. 16 » 9 AM - 11:15 AM

EDUCATIONAL SESSIONS 3

(Two-Hour Sessions)

It's Just Audio: System Training from Set Up to Tear Down

All audio systems use the same principles of signal path and workflow. Understanding the basic concepts will allow you to assist with any audio system on campus. This session will demonstrate how to properly set up a sound system, how to pass audio and configure a system, and how to safely tear down and store the gear.

Presenter(s): Tony Flammia, Commercial Audio Channel Manager, PreSonus Audio Electronics (LA)

Audience: Students

Topic: Leadership Development

EDUCATIONAL SESSIONS

MONDAY, FEB. 16 » 9 AM - 9:30 AM

EDUCATIONAL SESSIONS 3

[30-Minute Sessions]

Programming on the Go!

Is your office exploding with event supplies that are used only once every five years? Maryville University has a great solution for you! Develop your own "Programming on the Go!" resource system! Maryville currently has an inventory of over 500 items (and growing!) that can be utilized by all students, student organizations, and departments. Go green and save money by using what you already have and making it available to others!

Presenter(s): Allyson Crust, Assistant Director of Student Involvement, Maryville University in St. Louis (MO)

Audience: Staff & Students

Topic: Budgeting/Resource Management, Change Management and Innovation, Programming Basics/Nuts and Bolts, Staff Development

Ziggy Points: Creating a Student Incentive Program

Ziggy Points is a student engagement incentive program at Bowling Green State University (BGSU). Students earn points by attending designated events that cumulate throughout the academic year and are redeemable for exclusive prizes and campus experiences. This session will outline the program's creation, implementation and identify successes and improvements. Recommendations for creating similar programs will be provided.

Presenter(s): Beth Hoag, Doctoral Graduate Assistant, Bowling Green State University (OH)

Audience: Staff & Students

Topic: Campus Engagement, Marketing/Communication/Building Attendance

MONDAY, FEB. 16 » 10:15 AM - 11:15 AM

EDUCATIONAL SESSIONS 4

[One-Hour Sessions]

Assessment in Activities: Utilizing the NACA® Competency Guide for College Student Leaders

This session will explore how two different institutions, the University of Houston (TX) and Texas A&M University-Commerce, have begun to utilize the NACA® Competency Guide for College Student Leaders. Attendees will learn what worked well, what didn't, and how to implement these evaluations on their own campuses.

Presenter(s): Kristen Ernst, Assistant Director, University of Houston (TX)

Brittany Siska, Coordinator of Student Activities, Texas A&M University-Commerce

Audience: Staff/Graduate Students

Topic: Mentoring/Advising/Supervising, Research/Assessment/Benchmarking, Student Organization Management

Building Effective Campus Collaborations

Collaboration is captured best in a Don Tapscott TED Talk: "The spirit of collaboration is penetrating every institution and all of our lives. Learning to collaborate equips one for greater effectiveness, problem solving, innovation and lifelong learning in an ever-changing networked economy." This session will provide an overview on how to build effective collaborations. It will also provide participants with the tools necessary to collaborate successfully and work cooperatively with numerous constituencies including staff, faculty, administration, alumni and outside vendors.

Presenter(s): Jivanto Van Hemert, Admissions Counselor, Salve Regina University (RI)

Aeryel Williams, Graduate Student/Executive Assistant to the Vice President of Academic Affairs, Nova Southeastern University (FL)

Torrez Wilson, Coordinator of Student Involvement, Georgia Gwinnett College

Zuri Thurman, Specialist, Dean of Students Office, Illinois State University

Audience: ALL

Topic: Collaborations/Partnerships/Co-sponsorship

Checks and Balances: A Look into Staff Financial Wellness

Student affairs professionals have a lot on their plates. There are many days when they work from morning to nightfall and the compensation does not reflect their hard work and dedication. There are also student affairs graduate students who are feeling the pressure of being in graduate school and working at the same time. There are many stresses in the life of the student affairs pro, but money should not be one of them. This educational session will show participants how to ease the financial pressure in their lives and, in turn, eliminate the stress that is associated with financial worry.

Presenter(s): Ja'Net Adams, Speaker/Author/Financial Consultant, Diversity Talent Agency (GA)

Audience: Staff/Graduate Students

Topic: Career Development, Staff Development

Consistently Creative: Making Space for Creativity in Your Organization

How often do you feel like your ideas get shot down? How often do you shoot other people's ideas down? I'm really sorry; that's never a good feeling. STOP DOING THAT. Inside each and every one of us, there lives a great wealth of creativity. Sadly, it's much harder than we think to unlock it and even harder to utilize it despite it being a crucial skill for both professionals and students. This session offers a chance for us to own what creativity means to our organizations, the role it plays, the limiters and multipliers of creativity, and how we can weave it throughout our organization. You will walk out of Consistently Creative ready to tackle the issues holding our organizations back and implement what can launch them forward into full creative potential.

Presenter(s): Steven Harowitz, Coordinator of Student Involvement and Leadership, Washington University in St. Louis (MO)

Amma Marfo, Assistant Director of Student Activities, Involvement and Assessment, Emmanuel College (MA)

Sue Caulfield, Assistant Director of Student Affairs, Hofstra North Shore-LIJ School of Medicine (NY)

Audience: Staff & Students

Topic: Change Management and Innovation, Leadership Development, Staff Development, Student Organization Management, Vision/Mission/Goal Setting

Developing Leaders to Create a Welcoming Atmosphere at First-Year Orientation

The adage "you never get a second chance to make a good first impression" holds true for the entire campus community during orientation time, but especially for the student leaders assisting with this program. Known as the welcome wagon, orientation leaders or orientation committee members on most campuses help set the stage for the new students' first experience. This session will discuss strategies used by the University of Notre Dame Student Activities Office to help educate students on techniques to offer a welcoming and hospitable environment for their peers. Topics to be discussed include the training curriculum for student orientation staff members, as well as the development of a programming matrix to build community, educate and be welcoming to first-year students.

Presenter(s): Peggy Hnatysko, Director of Student Activities for Programming, University of Notre Dame (IN)

Brian Coughlin, Associate Vice President for Student Development, University of Notre Dame

Audience: Staff/Graduate Students

Topic: New Student Orientation

Does the Artist Really Need Four Cases of Water?

Understanding the Artist Hospitality Rider and the Vital Role Its Requirements Play Day of Show

"Does the artist really need four cases of water?" Maybe. Maybe not. This interactive session will help you will understand what components make up an artist hospitality rider, what edits you can make to one, and why the presentation of dressing room requirements is so important. We'll challenge your knowledge of artist hospitality rider editing and dressing room set-up techniques—two key concert management components often overlooked. Spend this time learning why hospitality is a critical part of a successful concert day and how to do it right.

Presenter(s): Melissa Aronson, Owner, Babco Entertainment LLC (FL)
Audience: Staff & Students
Topic: Concert Management, Programming Basics/Nuts and Bolts, Strategic Planning

Lean In for College Students: What Every College Student Needs to Know about Women, Work and the Will to Lead

Since 2010, when Sheryl Sandberg of Facebook and Google fame took the stage at TED and later wrote her groundbreaking book *Lean In*, a global conversation about gender equality was sparked. This session gets to the heart of the matter about how we, as women, hold ourselves back. This session challenges us to change the conversation from what women can't do to what we can do, and serves as a rallying cry for us to work together to create a more equal world. In this session you will: be encouraged to share your own personal stories of struggle, as well as success; examine the research to shine a light on gender differences; learn practical advice to help you achieve your goals; and be inspired by a group of young women who are pushing past their fears and achieving their goals. Why should you attend this session? Because the world needs YOU to change it.

Presenter(s): Christina Lohman, Collegiate Empowerment Facilitator, Neon Entertainment (NY)
Audience: ALL
Topic: Character/Values/Ethics, Diversity/Multiculturalism, Vision/Mission/Goal Setting

Making Social Media Come Alive!

Have you ever wondered why your organization's social media is not working as well as you would like it to? In this interactive session, you'll find out how to make your organization's pages come alive through various resources provided for social media sites and from your peers. Find out what is up and coming, what is going out of style and, overall, what works and what to ditch!

Presenter(s): Justin Janak, Assistant Director, Student Activities and Assessment, East Carolina University (NC)
Ashley Griffith, SAB President, East Carolina University
Audience: Students
Topic: Marketing/Communication/Building Attendance

Most Campus Marketing SU#KS!! or Does Your Campus Marketing SU#K!?!? or Do You Still Market Events Like It's 1999?

Most Campus Marketing SU#KS!! It is 2014, but most program boards still market their events like it's 1999. Come to this session ready to share your best ideas for creating excitement and attendance at your events. For most program boards, the #1 challenge is getting more students out to events. We will touch on everything from digital [boosting posts on Facebook, why nobody sees your Tweets and FB posts and why nobody reads your emails] to physical [do you really still have a cluttered posterboard?!?] to using video and animation and mobile technology. We will share tons of new ways you can interact with your student body, engage your student population and IMPROVE YOUR ATTENDANCE!! Come with a notebook to steal others' ideas and a couple of your best ideas to share with other campuses!!

Presenter(s): Shawn Radley, Owner, OnCampusText (MA)
Audience: Staff & Students
Topic: Marketing/Communication/Building Attendance

National Leadership Symposium 2015 Grounded in What? Re-examining Foundational Leadership Theory: Implications for the Field of Leadership Studies and Student Leadership Development

At the core of any professional or academic discipline is its grounding in researched, tested and vetted models, theories and guides. The 2015 National Leadership Symposium will provide a provocative and critical exploration of core questions concerning the underpinnings and foundations of leadership and leadership education. Engage with leadership scholars Barbara Kellerman, Peter Northouse, Richard Couto and Thomas Cronin in this highly reflective and extremely practical immersive experience that aims to challenge your paradigms of leadership and create a space to re-think, re-envision, and

re-design leadership education. This session will review this important leadership topic as well as preview the National Leadership Symposium—from what to expect to what to pack!

Presenter(s): Michael Preston, Director, University of Central Florida
Audience: ALL
Topic: Leadership Development

Reflect. Revise. Repeat ... Relays

Campus traditions are great ... but do you get tired of the same old thing year after year? From the Mud Run to the Pancake Breakfast to Street Painting, the Drake University Student Activities Board, winner of NACA's 2014 Your Best Campus Tradition™ Video Competition, annually plans three weeks of programs revolving around the tradition of the Drake Relays. Learn how the executive board continuously adds a new level of excellence to the Drake Relays traditions. Come ready to redefine age-old traditions by analyzing and discussing effective components of tradition, possible collaborations, and new enhancements.

Presenter(s): Natalie Larson, Relays Co-Chair, Drake University (IA)
Mary Stang, Relays Co-Chair, Drake University
Audience: Staff & Students
Topic: Campus Engagement, Strategic Planning

Revamping Campus Traditions!

Have a stale event on campus? This is the session for you! We will help you learn how to take an event and enhance it to become the tradition students desire. We will focus on traditions created by the school administration and other events that would benefit from a revamp.

Presenter(s): Janet Kirsch, Assistant Director of Student Activities, Johns Hopkins University (MD)
Andrew Griswold, HOP Executive Co-Chair, Johns Hopkins University
Audience: Staff & Students
Topic: Campus Engagement

Seeing The Entertainment Industry from a College Student's Perspective

One of the biggest challenges faced when producing events on campus involving headline talent [bands, comedians, even speakers] is making sure we are all speaking the same "language." Why do artists get cranky when we ask them to fill out a school's paperwork? Why do agents demand certain things for their artists? And why do they need all this stuff on their rider ... or do they? Schools have their own reasons for doing things a certain way and so does the entertainment industry. Understanding WHY can be the key to successful communication.

Presenter(s): Brett Pasternak, Booking Agent, Concert Ideas, Inc. (NY)
Audience: Staff & Students
Topic: Booking Acts/Contracts/Riders, Concert Management

So You Want to Be a Professional Performer? Here's What You REALLY Need to Know

Being a musician or an actor or any other type of professional performer is not an easy endeavor. It requires countless hours of grueling work and effort, and success is not guaranteed. Seldom is the practical nature of this profession discussed, until now. Ron Placone and Jason LaVasseur discuss the ins and outs of what it takes to make a living "on the road" as a creative professional. Topics such as frugality, supplementing income, budgeting wisely, time management, and seeking revenue streams are discussed in depth and in a manner that is practical and accessible. If you want to take a shot at a dream after graduation, this ed session will definitely equip you with some worthwhile pointers to help you on your way.

Presenter(s): Ron Placone, College Speaker/Comedian/Radio/Internet Personality, GG Greg Agency (OH)
Jason LeVasseur, Musician, Bass/Schuler (IL)
Audience: Students
Topic: Career Development, Character/Values/Ethics, Leadership Development, Mentoring/Advising/Supervising, Research/Assessment/Benchmarking, Risk Management, Strategic Planning, Student Development Theory, Vision/Mission/Goal Setting

EDUCATIONAL SESSIONS

Social Media Enhancement

Does your programming board make the grade with social media presence? If this is something your organization struggles with, this is your opportunity to learn how to overcome the stereotypes of social media postings and how to get the most out of them. During this session, we will cover guidelines for sharing, posting, tweeting, liking and how to best market your programming board events via social media.

Presenter(s): Laura Bryant, Account Supervisor, Fluent (SC)

Audience: Students

Topic: Campus Engagement, Marketing/Communication/Building Attendance

The Purpose of Programming:

How a Program Board Defines Mission and Diversity

This presentation will present the findings from an original qualitative research project. A case study methodology was employed to investigate how student leaders conceptualize their programming board's purpose and commitment to diversity, inclusion and social justice. The study's methods, context, findings and implications will be reviewed. The session will end with a roundtable discussion about the purpose of programming and the role of programming boards in promoting campus inclusion and diversity.

Presenter(s): Beth Hoag, Doctoral Graduate Assistant, Bowling Green State University (OH)

Audience: Staff/Graduate Students

Topic: Diversity/Multiculturalism, Mentoring/Advising/Supervising, Research/Assessment/Benchmarking

Utilizing Your Assistantship to Pave Your Way to Get a Job in Higher Education

Attention all first-year and second-year graduate students: if your goal is to find a job after graduate school, this session is for you. We all know you enjoy working late at night, advising students, assessing programs and studying for classes, but how can you translate that on paper and during an interview to get hired? During this session, you will find out ways to utilize your current position to set you on the right path to pursue your career in higher education. Areas covered will include goal setting, maintaining a work life balance, and networking and job-searching tips. This will be a fun and interactive session, so get ready, because we are about to find you a job!

Presenter(s): Dwayne V. Elliott, Director, Arts & Campus Events, Vanderbilt University (TN)

Audience: Staff/Graduate Students

Topic: Career Development

MONDAY, FEB. 16 » 1 PM - 2 PM

PROFESSIONAL EDUCATIONAL SESSIONS 3

(One-Hour Sessions)

Balancing Act: A Conversation about Successful Student Government Advising

How do you take the stage as a successful student government advisor? Do you find it difficult to balance the needs of your students with your role as an administrator? How do you find a network and cohort of professionals who understand your daily trials and tribulations? This session will bring together staff from across the Association in a roundtable format to discuss the issues and concerns unique to student government advisors.

Presenter(s): Trici Fredrick, Associate Director of Student Leadership Development, The College of William & Mary (VA)

Sally Watkins, Undergraduate Leadership Studies Certificate Advisor, Florida State University

Audience: Staff/Graduate Students

Topic: Student Government

Building an Inclusive Campus: Diversity Education for Student Leaders

Do you see yourself as an educator on your campus? How are you educating your students on diversity and inclusion? In this session, we will discuss the

importance of diversity education and the role you have as educators to prepare students to be citizens in today's global society. As professionals, it is our role to acknowledge the complexities of socially constructed identities and how they interact with one another on college campuses. We will discuss how campus environments are subjected to the inequality of power. Through intentional programming and training, campus professionals can educate students on diversity and inclusion and help deconstruct social barriers. This session will provide you with relative programming opportunities and ways to continue to challenge and educate students as they transition through college and become global citizens through sharing of presenter and attendee experiences.

Presenter(s): Austin Arias, Assistant Dean of Students, The University of Tennessee at Chattanooga

Devin Hall, Graduate Assistant for Greek Affairs, Iowa State University

Audience: Staff/Graduate Students

Topic: Campus Engagement, Character/Values/Ethics, Delegation/Facilitation/Group Process, Diversity/Multiculturalism, Leadership Development, Mentoring/Advising/Supervising, Student Development Theory

FEATURED SPEAKER

The Future of Title IX: How Campus Activities Should Prepare for the Inclusion of Gender Identity and Expression

Are you prepared for the inclusion of Title IX and gender identity on your campus? Federal agencies (OCR/DOJ) in the resolution with the Arcadia School District stated expectations for the application of Title IX and discrimination specific to gender identity and transgender students. We must be prepared to respond to the same expectations to serve students on our campus. More importantly, as professionals in the field of student activities look to enhance student engagement and contribute to student success, you must be aware of the barriers to access and involvement for students with different gender identities. This opportunity will help you identify the steps you can take to comply with these expectations while also creating communities that value and engage students and all of their exceptional identities and experiences.

Presenter(s): Dr. Chicora Martin, Assistant Dean of Students and Director of Lesbian, Gay, Bisexual & Transgender Education and Support Services, University of Oregon

Audience: ALL

Topic: Diversity/Multiculturalism

Social {Media} Change Model: Remixing Theory for Digital Practice

Are college students prepared to be leaders online, using social media for social good? Looking at leadership literature and current practices, a gap exists in how to develop students to be agents of change using digital communication tools such as social media. This session will present how educators can adapt the Social Change Model to reflect and apply digital competencies to their practice, leadership curriculum and programming. Attendees will also learn the presenters' proposed 10 Digital Student Leader Competencies.

Presenter(s): Josie Ahlquist, Doctoral Candidate, Speaker, Blogger and Author, Bass Schuler Entertainment (IL)

Audience: Staff/Graduate Students

Topic: Character/Values/Ethics, Leadership Development, Student Development Theory, Technology

Student Organization Recognition Managers Trends and Hot Topics

If you manage the recognition or registration process for student organizations on your campus, please join me in a discussion on the hot topics facing colleges and universities. Topics may include risk management, officer and adviser training, fee allocation, and event planning and authorization. Also, learn about new resources that are being developed at Iowa State University for our 800-plus recognized student organizations.

Presenter(s): George Micalone, Director of Student Activities, Iowa State University

Audience: Staff/Graduate Students

Topic: Campus Engagement, Change Management and Innovation, Leadership Development, Student Organization Management

Tips and Tricks for Being an Internal Candidate

As higher education professionals progress in their careers, many may have the opportunity for advancement as an internal candidate. Having each successfully applied for internal positions at our current institution, we will share our story with attendees. The session will focus on deciding whether or not to apply for an internal position, tips and tricks for the search, and how to create a plan of succession once you are hired.

Presenter(s): Edie McCracken, Director of the Memorial Union, Fort Hays State University (KS)

Vincent Bowhay, Assistant Director of the Memorial Union, Fort Hays State University

Audience: Staff/Graduate Students

Topic: Career Development, Mentoring/Advising/Supervising, Staff Development

MONDAY, FEB. 16 » 2:15 PM – 3:15 PM

PROFESSIONAL EDUCATIONAL SESSIONS 4

(One-Hour Sessions)

Advising Student Organizations

Student organizations are playing an increasingly important role on college campuses as it relates to increasing student engagement and involvement. Their successful functioning is critical to a vibrant student life program. In addition, student organization advisors play a central role in the success of student organizations. This session will focus on three key components of student organization advising: understanding the roles and responsibilities of advisors; exploration of risk management and ethical challenges associated with advising student organizations; and training and transitions of officers and members. Participants will have an opportunity to engage in dialogue around real student organization advising issues and increase their capacity for serving as more effective advisors. Participants will receive resources that will enable them to offer advisor trainings on their own campuses.

Presenter(s): Dr. Gayle Spencer, Director, Illinois Leadership Center, University of Illinois

Audience: Staff/Graduate Students

Topic: Student Organization Management

Balance This!: Rethinking Student Involvement on Campus

Struggling to find intentionality in the same old message of “Get involved”? In today’s college landscape, promoting student involvement can often harbor underlying messages of over-involvement and poor time management practices for new students. Come hear how Denison University strategically re-launched the involvement experience through rebranding, advanced communication and guided reflection. New initiatives included an involvement fair guide and peer involvement advising. First- and second-year students completed pre- and post-test assessments of their involvement expectations and time management practices. Results hold implications to promote healthier co-curricular involvement with students, organizations and campus partners.

Presenter(s): Matthew Vetter, Assistant Director, Campus Leadership & Involvement Center, Denison University (OH)

Natalie Keller Pariano, Director, Campus Leadership & Involvement Center, Denison University

Julie Tucker, Director of Research, Denison University

Audience: Staff/Graduate Students

Topic: Campus Engagement

The Benefits of Implementing Multicultural Programming Boards

As programming boards are standard among universities, implementing multicultural/diversity programming boards can provide a unique twist to campus programming, student leadership and multicultural student development. During this session, you will learn about the unique benefits of having a multicultural programming board and how you can incorporate this into your campus culture. You will take away tools that will enhance your student leaders and campus community to become more culturally competent while providing fun and quality programming.

Presenter(s): Erica Campbell, Coordinator of Multicultural Affairs, University of South Florida St. Petersburg

Adler Marchand, Graduate Assistant of Multicultural Affairs, University of South Florida St. Petersburg

Audience: Staff/Graduate Students

Topic: Diversity/Multiculturalism, Leadership Development, Mentoring/Advising/Supervising

Time Flies: Making the Most of Graduate School

As a graduate student, you are trying to soak it all in. You want new experiences. You want to learn, grow and get ready for the world of a professional. Learn how to find and translate experiences that match your goals, interests and expertise while balancing the demands of your master’s program. We’ll give you tips for goal setting, finding experiences and how to share them in your internship or job searches. All graduate students are invited to learn and share, regardless of their year in their program. Professional staff are welcome to join in the conversation and share insight.

Presenter(s): Devin Hall, Graduate Assistant for Greek Affairs, Iowa State University

Austin Arias, Assistant Dean of Students, The University of Tennessee at Chattanooga

Audience: Staff/Graduate Students

Topic: Career Development, Staff Development, Vision/Mission/Goal Setting

Tips, Hints & Tricks for the First-Time Supervisor

Have you struggled with the transition of working in a new environment while becoming a supervisor for the first time? Are you new to the game of balancing the roles of supervisor and mentor? The ability to supervise others is an essential skill for any student affairs practitioner. Unfortunately, not all supervisor roles come with a manual on how to be a successful supervisor. Come to this session to learn tips, hints and tricks to supervise your staff members.

Presenter(s): Amy Vaughan Deahl, Director of Student Activities & Campus Events, Embry-Riddle Aeronautical University (FL)

Audience: Staff/Graduate Students

Topic: Mentoring/Advising/Supervising

TUESDAY, FEB. 17 » 9 AM – 10 AM

EDUCATIONAL SESSIONS 5

(One-Hour Sessions)

Are You Leading with the Right Relationship Partner?

Les Brown once said, “SHOW me your friends and I will show you your future!” Best-selling leadership author Jim Collins says, “Great leaders get the right people on the bus!” Although both of these experts provide us with powerful words of wisdom as it relates to leadership success, one of the relationships that will have the greatest impact on any leader’s success and effectiveness will be the person you decide to spend the rest of your life with. In this energetic, fun and exciting program on leadership and romantic relationships, Joshua provides leaders with specific strategies that will help them avoid toxic and otherwise unhealthy relationships. He also highlights five key questions every leader should strongly consider before engaging in a serious romantic relationship. Each of the five questions discussed in this presentation is taken directly from Joshua’s newest book on relationships, *50 Questions Before YOU Say “I Do.”*

Presenter(s): Joshua Fredenburg, Speaker & Author, Coleman Productions, Inc. (MI)

Audience: Staff & Students

Topic: Character/Values/Ethics

Dealing with Divas: How to Handle Difficult Situations with Performers

Sometimes, performers get the reputation of being divas and, unfortunately, sometimes that stereotype is true. They may have multiple odd requests, throw a tantrum before going on stage, or disregard your university standards. Also, that drummer might be flirting with a student and making unprofessional comments. These types of situations require difficult conversations that many would not be prepared to have with a performer, agent or advisor. Hopefully, you won’t have to practice these skills often, but this session will help make you aware of such occurrences and teach you how to deal with difficult performers.

EDUCATIONAL SESSIONS

Presenter(s): Carlyn Parent, Fontbonne Activities Board Live Performance Chair, Fontbonne University (MO)

Audience: Staff & Students

Topic: Booking Acts/Contracts/Riders, Concert Management

Dialogues on Diversity Present:

Games and Discussion about a Changing America

This is a forum to discuss and gain understanding on the changing nature of the American cultural landscape. The US Department of Justice reports that college campuses still rate among highest areas for hate crimes based on color, culture and gender, just to name a few. Our hope is to give students an opportunity to discuss their perspectives and experiences on these issues, as well as give them some "on-your-feet" examples of how these things play themselves out right before our eyes. Much of dealing with these issues requires a philosophical shift in thinking about how we see and will continue to see the world. Mental plasticity.

Presenter(s): Ron Jones, Chief Trainer, Dialogues on Diversity (MA)

Audience: ALL

Topic: Academic Affairs/Educational Programming, Diversity/Multiculturalism, New Student Orientation

Don't Just Transfer Your Credits, Transfer Your Skills:

Using Your Two-Year Experience at a Four-Year and Beyond

The task of transferring to a four-year college or university from a two-year can seem daunting. Will everything transfer correctly? Was I involved in the right things? Will I even get in? Learn how to ease some of that anxiety by understanding how you can not only transfer your credits, but the skills you have gained outside of the classroom to help you succeed at your four-year (and beyond!). With hands-on participation and group discussion, attendees will leave this session with the tools to help them convey their student involvement experience on paper or in person, utilizing their knowledge of transferable skills in the process.

Presenter(s): Jennifer Wheeler, Student Event Specialist, Rock Valley College (IL)

Audience: Staff & Students

Topic: Career Development

Graduate Student Roundtable

Are you a graduate student looking for a place to meet up with other grads and talk about the experiences you're having on your campus? Come chat with the 2015 NACA® National Convention Graduate Interns about anything from transitioning to your new role to figuring out how to balance work and class.

Presenter(s): Lauren Gyuris, Student Activities Graduate Assistant, Shepherd University (WV)
Karen Stepanek, Graduate Advisor Reeve Union Board & General Leadership, University of Wisconsin-Oshkosh

Leana Zona, Campus Activities & Student Engagement Graduate Assistant, University of Maine

Audience: Staff/Graduate Students

Topic: Character/Values/Ethics, Mentoring/Advising/Supervising, Staff Development

Including International Students in Campus Programming

There are approximately 820,000 international students studying in the United States, and that number continues to rise. Each one of these students has a wide variety of talent, knowledge and skills. This educational session aims to discuss the acculturative stressors faced by international students and allows students the chance to both hear about and brainstorm ways to utilize the talents offered by international students on our campuses.

Presenter(s): Chas Thompson, Graduate Assistant for the Office of Student Activities, University of Arkansas

Audience: ALL

Topic: Campus Engagement, Collaborations/Partnerships/Co-sponsorship, Diversity/Multiculturalism, International Students

Saving Money Through In-House Novelty Programs

Learn how the Student Activities Office at Missouri Southern State University has saved money and increased learning opportunities for their programming board through doing photo novelty programs in house. The office has invested

money into green screen equipment, photo printing equipment and sublimation equipment to do photo novelties in house. They have saved thousands of dollars and created more learning experiences for their programming board.

Presenter(s): Craig Gullett, Coordinator of Student Activities, Missouri Southern State University
Landon Adams, Director of Student Activities, Missouri Southern State University

Audience: Staff & Students

Topic: Budgeting/Resource Management, Campus Engagement, Programming Basics/Nuts and Bolts, Technology

So Fresh, It's Free!

FREE SHIRT! FREE WATER BOTTLE! FREE SNUGGIES! Got your attention? Learn how to market your product, events and organization. Get your name out there! Florida International University's Student Programming Council uses its Street Team to let students know what's going on around campus. Learn guerilla marketing strategies, social media skills and how to manage a marketing team.

Presenter(s): Melissa Vazquez, President, Florida International University
Alejandro Castaneda, Graduate Assistant, Florida International University

Audience: Students

Topic: Booking Acts/Contracts/Riders, Campus Engagement, Leadership Development, Marketing/Communication/Building Attendance, Programming Basics/Nuts and Bolts, Strategic Planning, Student Organization Management

Student Organizations 101: Recruitment, Retention and Recognition

As students become more seasoned leaders, they learn from those who come before them. Student organizations are a vital part of the student experience on campuses. From small to large organizations, students work to do three things: recruit, retain and recognize the work they do. In this session, students will learn best practices for their leadership in student organizations and staff will learn how to effectively advise and empower their student leaders.

Presenter(s): Vigor Lam, Special Projects Coordinator, Office of Campus Activities, University of Southern California

Ally Crust, Assistant Director of Student Involvement, Maryville University of St. Louis (MO)

Audience: Staff & Students

Topic: Leadership Development, Student Organization Management

The Rules of Poetry

Public speaking is the largest fear of most people. Now is the time to chase away those fears. KnightKrawler introduces "The Rules of Poetry," an educational session designed to serve as a guide on how to deliver your message without sacrificing your integrity. In this session, KnightKrawler will cover the three steps every spoken word artist must go through to successfully prepare and deliver a message to an audience.

Presenter(s): KnightKrawler, Presenter, Diversity Talent Agency (GA)

Audience: ALL

Topic: Campus Engagement

The Student Leadership Challenge for College Students: What Every College Student Needs to Know About Liberating the Leader in Every Student

In today's world, there are countless opportunities to make a difference. Based on the international bestselling book *The Student Leadership Challenge* by Jim Kouzes and Barry Posner, this session demonstrates how any student or young person can be a leader, regardless of age or experience. Grounded in over 30 years of extensive research, they have developed an approach to leadership that has helped thousands of student leaders make extraordinary things happen. In addition to learning about *The Student Leadership Challenge* (SLC), you will also have the opportunity to learn how Lycoming College (PA) is utilizing the SLC as a cornerstone to their student leadership development program and how you and your campus can do so, as well. If you're looking for a great way to enhance your student development program then you won't want to miss this session.

Presenter(s): Jen Lombardi, Collegiate EmPowerment Facilitator, Neon Entertainment (NY)

Audience: ALL

Topic: Leadership Development, Staff Development, Student Government, Student Organization Management, Vision/Mission/Goal Setting

Transitioning Your Programming Experience: A Mid-Level Manager's Guide to Supervision

What's the difference between advising and supervising? How are they the same? In higher ed, we are expected to be always learning and always improving. How can we, as supervisors, facilitate that process? This session will explore the ways our skills as experienced student advisors can transition into supportive, meaningful relationships with the professional staff we supervise. Special attention will be paid to how advisors can both promote and transition their advising skills as they move into mid-level management roles.

Presenter(s): Katie Winstead Reichner, Associate Director of Student Activities, Christopher Newport University (VA)

Traci Fredrick, Associate Director of Student Leadership Development, The College of William & Mary (VA)

Audience: Staff/Graduate Students

Topic: Mentoring/Advising/Supervising

Turning Up the Volume on Quiet Student Leaders

Many of us have visions of student leaders as bouncy, vocal and action-oriented individuals, making their presence known on campus. But we have a subset of students who will lead a little more quietly, and it's imperative that we create space for introverted student leaders to develop and influence their campus, too. This session will dispel several myths about introversion, discuss how to recognize it, and how to effectively harness the best parts of introversion to change the face of your organization or institution.

Presenter(s): Amma Marfo, Assistant Director, Student Activities, Emmanuel College (MA)

Audience: Staff & Students

Topic: Leadership Development, Student Organization Management

Using Positive Language to Increase Communication Success with Students

Advisors work with students to help them find academic and personal success—but often, students come to the table weighted down with negative beliefs about their abilities and even their hopes of being successful in a confusing, economically challenged world. These beliefs can make it challenging for advisors to help students focus on their potential and devote themselves to achieving what they dream of doing in college and in their careers. Presenter M. Nicole Nazzaro will bring her experience as an author, journalist and health success story to bear as she presents an engaging, interactive talk on the language of academic and personal success, highlighting the importance of word choice when communicating with students to ensure that all of your communications are motivating, positive, realistic and actionable. Prepare to laugh, learn and bring back actionable tools you can use to establish yourself as a positive, motivating advisor for your students.

Presenter(s): M. Nicole Nazzaro, Author and Speaker on Personal and Corporate Health and Wellness, Samara Lectures LLC (WA)

Audience: Staff & Associates

Topic: Mentoring/Advising/Supervising

What Is Your True Color?

How many times have you heard, "The qualities of a good leader are..."? Have you ever second-guessed your leadership skills based on others' judgements on what characteristics a good leader should have? I dare you to challenge the idea of the "ideal leader" and recognize how you shine with what you already have. Based on the True Colors Personality Style Evaluation, you can discover what your True Color is, and how your uniqueness can benefit your programming board and help you make decisions that can impact your life in a positive way. Get the opportunity to meet students who share your color, and discuss common experiences that highlight your strengths and allow you to recognize your weaknesses to work towards personal growth. Let your uniqueness shine!

Presenter(s): Brittany Murtaugh, Student Programmer, Lesley University (MA)

Audience: Students

Topic: Leadership Development, Student Development Theory

What Do You Mean We Can't Afford to Book this Artist?

Has your program board ever come up with the perfect concert only to find out you can't afford it? Participate in one of the most important sessions at this Convention, one that will help you understand your concert budget and keep you in focus when evaluating who to bring to campus. You and your teammates will compete to see which group can work through a concert expense sheet and use their concert budget to book a successful concert.

Presenter(s): Melissa Aronson, Owner, Babco Entertainment LLC

Anna Lehnen, Coordinator, University Program Board, James Madison University (VA)

Audience: Staff & Students

Topic: Budgeting/Resource Management, Concert Management, Strategic Planning

What's Your Personality Type? Achieving Greater Harmony and Effectiveness in Your Board

Discover your unique personality type! How does it influence your needs, what you enjoy, do well, and how you interact with others? What personality types might you tend to annoy? Through this fun, interactive, thought-provoking session, you'll gain the life-tools to appreciate and better work with people of various personality types, highlighting the strengths and increasing the effectiveness of your board members.

Presenter(s): Heather Miller, Artist, So Long Solo (KS)

Audience: ALL

Topic: Leadership Development

TUESDAY, FEB. 17 » 9 AM – 9:30 AM

EDUCATIONAL SESSIONS 5

[30-Minute Sessions]

SUOSTFU! Creating an Open and Inclusive Concert Selection Process

Like many programming boards, we have experienced negative backlash after concert announcements from uninvolved students who don't know what they are talking about, but feel the need to talk. Rather than just having a survey this year, we decided to have a series of open forums where any student could show up to propose names and then go through the vetting process followed by a survey. This openness had dramatic results and played out in unexpected but positive ways that we will share.

Presenter(s): Bill Harclerod, Director of Campus Activities, SUNY-Oneonta

Adam Tobey, Co-President, Concert Ideas, Inc. (NY)

Audience: Staff & Students

Topic: Concert Management, Marketing/Communication/Building Attendance

EDUCATIONAL SESSIONS

TUESDAY, FEB. 17 » 10:15 AM – 11:15 AM

EDUCATIONAL SESSIONS 6

(One-Hour Sessions)

Be an IDIOT to Keep Events SAFE (and Do It NOW!)

Safety at events is more than just a policy manual. Solid techniques and procedures can help events be safe and fun. Participants will learn the Sincere, Active, Friendly & Firm, Environmental way to approach an event. Become pro-active event staff who spend time on task and are responsible and safe. This includes being Intentionally Inviting, De-Escalating, Individual safety, Observant, Teamwork, an IDIOT.

Presenter(s): Melissa Grosso, Leadership Advisor, University of Wisconsin-Whitewater

Audience: Staff & Students

Topic: Risk Management

Closing that Loop: Effective Assessment in Student Activities

Seems like everyone in student activities talks about assessment and evaluation at the Convention, doesn't it? But then, we all get back to our campuses, get immersed in our programming and slate of to-do lists, and forget all about assessment again. Stop by this session to pick up some quick tips and ideas for meaningful assessment measures that won't add another 20 hours of work to your week, including a few group activities, example forms, and learning outcome development strategies.

Presenter(s): Zachary Clark, Director of Student Activities and Assessment, Indiana University of Pennsylvania

Audience: ALL

Topic: Research/Assessment/Benchmarking, Staff Development

Enhancing Leadership and Collaboration through Storytelling

During this session, we'll explore why and how personal storytelling works to connect people, minimize differences, stimulate powerful and positive thinking and create a more pleasurable campus environment. Often we overlook simple, time-tested tools in favor of something new. In this session, you'll experience the power of two different storytelling strategies to encourage leadership and enhance teamwork, and leave with confidence for using them on your own campus.

Presenter(s): Kimberly Dark, Speaker/Professor, Kirkland Productions (TX)

Audience: Staff & Students

Topic: Change Management and Innovation, Character/Values/Ethics, Collaborations/Partnerships/Co-sponsorship, Diversity/Multiculturalism, Leadership Development, Mentoring/Advising/Supervising, New Student Orientation, Vision/Mission/Goal Setting

Entertainment as a Career

Do you love programming for your campus so much that you want to make it a full-time career? Learn more about the many areas of entertainment for which your experiences in programming have prepared you. We'll talk about the skills needed to succeed and how to get started, and answer questions about working in the competitive world of entertainment.

Presenter(s): Jolene Chevalier, VP for College Sales, Event Resources Presents, Inc. (WI)

Audience: Students

Topic: Career Development, Leadership Development

Leaving Your Legacy

Often when planning an event, you realize how helpful it would be to have notes on a similar event from the past. Creating event folders will provide this information for future student programmers. Event folders create a library of information student programmers can use to merely brainstorm or as the basis for their future events. When student programmers move on from programming, recapping events is a crucial way to communicate past events' successes and failures, as well as providing new ideas for the future. This creates a more sustainable and efficient organization. Find out how to appropriately create and use event folders to continuously improve events with the help of constructive criticism. You will use folders and binders to organize an event's budget, marketing tactics, give-away items, original brainstorming,

run of show, feedback, contracts, etc. Event folders will help you to leave your legacy with your organization.

Presenter(s): Sarah Coleman, Marketing Director, Michigan State University - University Activities Board

Audience: Staff & Students

Topic: Strategic Planning, Student Organization Management

Make Your Movie an Event

Not sure how to turn a regular activity like showing a movie into an event? Join us to learn easy steps that will turn a simple activity into an event to remember. Using branding and marketing concepts, you can excite students and turn an empty auditorium into a packed house.

Presenter(s): Jack Rhodes, Account Executive, Swank Motion Pictures (MO)

Audience: Staff & Students

Topic: Late Night/Weekend Programming, Marketing/Communication/Building Attendance, Programming Basics/Nuts and Bolts, Strategic Planning

Marketing Mayhem: Recruiting and Utilizing a Street Team to Promote Programs

Program planned? Check. Location secured? Check. What's left to do? Get people in the door! This session is designed to help your programming team effectively market for your events via two structures: creative marketing tips and tricks and utilizing a street team. Tips to infuse marketing with humor, uniqueness and mystery will be covered, and we will dive into how to create an engaged and sustainable group of street team members. Participants in this session will leave full of ideas on how to reinvigorate their marketing efforts when returning to campus.

Presenter(s): Joey Kimes, Assistant Director of Student Activities, Creighton University (NE)

Mattie Smyth, Vice President of Programming, Creighton University

Jillian Altrichter, Assistant Vice President of Programming, Creighton University

Audience: Staff & Students

Topic: Leadership Development, Marketing/Communication/Building Attendance

More than Just Textbooks: Using Books to Develop Leaders

In a world where Twitter feeds, BuzzFeed articles, and newsfeeds are the major source of reading for many of our students, it's good to remind them they can read a book cover to cover and actually get something from it—even if it's a quick read. Using books such as *212: The Extra Degree* and *Horton Hears a Who*, this session will explore how staff can engage their students through the use of books and create themes for the year, map goals, and create recognition programs all based on things that students read in a book in under 20 minutes.

Presenter(s): Courtney James, Assistant Director, Campus Activities, University of Central Oklahoma

Audience: Staff & Students

Topic: Leadership Development

NACA® Research and Scholarship Group Current Research Report

The NACA® Research and Scholarship Group is tasked with conducting the presentation of original research on behalf of the Association. This session will provide information, results and an update on the committee's current research agenda. This year's agenda includes the changing academic climate for student activities professionals and its effect on our work as student affairs professionals.

Presenter(s): Michael Preston, Director, Office of Student Involvement, University of Central Florida

Audience: ALL

Topic: Academic Affairs/Educational Programming

Prove to Improve: Track Your Attendance

No matter what we do, we need to make an impact and prove it. Assessment begins with knowing who was there. By tracking attendance at events, we can better compile resources for future endeavors, assess the impact we are having and prove the impact we are making. Technology allows us to track student attendance and send assessments in a more efficient manner. Come learn about best practices and next steps when it comes to attendance tracking and see how they are doing it at Fort Hays State University.

Presenter(s): Vincent Bowhay, Assistant Director of the Memorial Union, Fort Hays State University (KS)
Daniel Norton, Consultant, Campus Labs (NY)
Audience: Staff/Graduate Students
Topic: Campus Engagement, Late Night/Weekend Programming, Student Organization Management, Technology, Vision/Mission/Goal Setting

Rated G: Family Friendly Productions

Open the curtain on new ideas and shine the spotlight on parent/family/youth programming as it takes center stage. On college campuses today, it is becoming more difficult to describe the "typical" college student. As programmers, it is important to take time to broaden our scope beyond traditional students and to create events inclusive to non-traditional students and families. This interactive presentation will demonstrate how to incorporate fun-filled family and youth programming ideas into your yearly calendar. Through intentional activities and guided brainstorming, this session will share best practices for planning engaging events, forming collaborations, and creating a deliberate marketing strategy to help make adult and family events a success on your campus.

Presenter(s): David Vale, Assistant Director for Campus Programs, The University of Akron (OH)
Ally Roat, Graduate Assistant, Zips Programming Network, The University of Akron
Audience: Students
Topic: Parent/Family/Youth Programming

SAVEing Campuses and Making Title IX Programming Easier

Since The Dear Colleague letter in 2011, and especially in the last year, there has been an increased emphasis on how colleges respond to sexual assault in their communities. Specifically, much of the federal attention addresses how colleges fail to implement effective prevention strategies that proactively address sexual assault. This session will introduce a model and means by which campuses can implement comprehensive and effective proactive programming and track important information from these programs to adhere to the increased governmental regulation and attention. For student affairs professionals, it seems daunting to meet all of the new expectations. However, with an effective structure and action-oriented committee, we want to share how our institutions have identified, implemented and assessed educational initiatives that address the common causes of sexual assault and provide strategies to prevent sexual assault to our communities.

Presenter(s): Meghan Frum, Assistant Director for Programming, Christopher Newport University (VA)
Alyssa Stoner, Director of Community Standards and Student Conduct, Dean College (MA)
Audience: Staff/Graduate Students
Topic: Academic Affairs/Educational Programming, Character/Values/Ethics, Collaborations/Partnerships/Co-sponsorship, Risk Management

Student Government Elections: Critical Considerations

Elected student leaders are given increased responsibility on campus from managing and allocating funds to making short-term and long-term campus-wide decisions and influencing institution policies and procedures. The student election process has never been more important, or more complicated, than it is in today's technological world. Social media has changed the face of the student campaign process. New technology has provided challenges and opportunities for innovative voting procedures. You, as a student government leader or institutional administrator, find yourself multi-tasking throughout the election process in advising candidates to ensuring that all systems run effectively and fairly. Join me to discuss advising and facilitating student elections on campus, highlighting successful strategies and mistakes to avoid in managing your own campus elections.

Presenter(s): Dr. Gayle Spencer, Director, Illinois Leadership Center, University of Illinois
Audience: Staff & Students
Topic: Student Government

The Four Agreements for College Students: What Every College Student Needs to Know about Cultivating Campus Civility

If you're looking for a transformative model to bring back to your campus to cultivate civility, then you won't want to miss this session. Based on the #1 *NY Times* Bestselling Book *The Four Agreements* by Don Miguel Ruiz, this session will empower you to discover the difference between education and domestication, as well as to gain an overview of The Four Agreements:

1. Be Impeccable With Your Word
2. Don't Take Anything Personally
3. Don't Make Assumptions
4. Always Do Your Best

Learn how to bring the message of The Four Agreements back to your campus community. Campus civility begins from the inside out with personal civility. Learn how to become the change that you wish to see in the world.

Presenter(s): Jen Lombardi, Collegiate EmPowerment Facilitator, Neon Entertainment (NY)
Audience: ALL
Topic: Diversity/Multiculturalism

The Advisor Advice Your Advisor Is too Nice to Say #NoFilter

Often, advisors want to save their students from the harsh reality of a "bad idea." At other times, advisors let students fail so they can learn from their experiences. In this session, we will provide some insight on what advisors are really thinking without placing a curtain between the students, events or relationships.

Presenter(s): Jerrica L. Washington (Leadership Fellow), Program Coordinator, Student Involvement, Duke University (NC)

Cara D. White, Program Coordinator, University Student Center, University of Delaware
Joshua Wilson, Program Coordinator, Programs, Arts & Leisure, J. Wayne Reitz Union, University of Florida

Audience: Staff & Students
Topic: Leadership Development, Mentoring/Advising/Supervising

Tribal Leadership for College Students: What Every College Student Needs to Know About Creating a Thriving Community

If you've ever bought something from Zappos.com, then you will no doubt have a glimpse of the power of this session. Based on the very viral TED Talk video and the #1 *New York Times* Bestselling Book *Tribal Leadership*, this session will empower you to:

Discover the 5 Levels of Tribal Leadership

See The Pathways to Level 4 and Level 5 Leadership

Become a Tribal Leader of your own organization

Bring the message of Tribal Leadership back to your campus community

If you want to learn how to help people go from Level 2, "My Life Sucks," to Level 3, "I'm Great," to Level 4, "We're Great!", you won't want to miss this session!

Presenter(s): Christina Lohman, Collegiate EmPowerment Facilitator, Neon Entertainment (NY)
Audience: ALL
Topic: Change Management and Innovation, Character/Values/Ethics, Leadership Development, Mentoring/Advising/Supervising, Staff Development, Student Development Theory, Vision/Mission/Goal Setting

What to Do Before Making an Offer?

Your programming board gets excited about putting in an offer for an artist, but do you know what to do beforehand? This session will show you what information you need to pick the right artist for your budget, how to narrow down ideas and what information needs to go on an offer sheet. We'll test your knowledge in a group activity to help you compile your own offer sheet.

Presenter(s): Lee Grimes, Senior Talent Buyer, Babco Entertainment (FL)

Todd Erickson, Partner and Talent Buyer, Babco Entertainment

Audience: Staff & Students

Topic: Booking Acts/Contracts/Riders, Concert Management, Programming Basics/Nuts and Bolts

EDUCATIONAL SESSIONS

Be a Star! Own Your Interview Stage!

It's an overwhelming feeling to be nearing the end of your college career and thinking about the steps you will take to your professional career. By being a student leader and involved in student activities, you have learned employability skills, or "soft skills," outside of the classroom that will be attractive to an employer. The trick is recognizing those strengths and elaborating on them during an interview. Come learn what soft skills are in your repertoire and how to incorporate them into your résumé, as well as fine tune your interview skills so you can get a "call back" from your audition interview!

Presenter(s): Morgan E. Grant, Education and Development Coordinator, NACA [SC]

Audience: Students

Topic: Career Development, Leadership Development, Vision/Mission/Goal Setting

TUESDAY, FEB. 17 » 10:15 AM - 10:45 AM

EDUCATIONAL SESSIONS 6

[30-Minute Sessions]

The Most Crucial 6 Seconds of Your Future—Vine or Résumé?

In the time you can watch a Vine clip, a job recruiter can decide the future of your career for any given position. Feel intimidated? Although the time spent on your personal job résumé may be brief, you can make your first impression bold, polished, and memorable with some insider know-how. We will discuss how to custom fit your individual skills, experiences and education for the right job position. This knowledge will serve you as a great resource on and off your college campus—now and in the future!

Presenter(s): Olivia Callahan, UNO SAC Lagniappe Chairperson, University of New Orleans [LA]
Whitney Marshall, UNO SAC President, University of New Orleans

Audience: Students

Topic: Career Development

NACA® WEBINAR SERIES

Enhance your professional development skills by participating in our NACA® Webinar Series.

UP NEXT:

NACA® Volunteer Experience Summit Webinar

Jan. 16, 2015 3 PM EST

Visit www.naca.org/webinars/pages/upcomingwebinars.aspx for more upcoming webinars.



NORTHERN PLAINS MADISON, WI APRIL 16-19

NACA!
NEON NIGHTS

Save the date!