

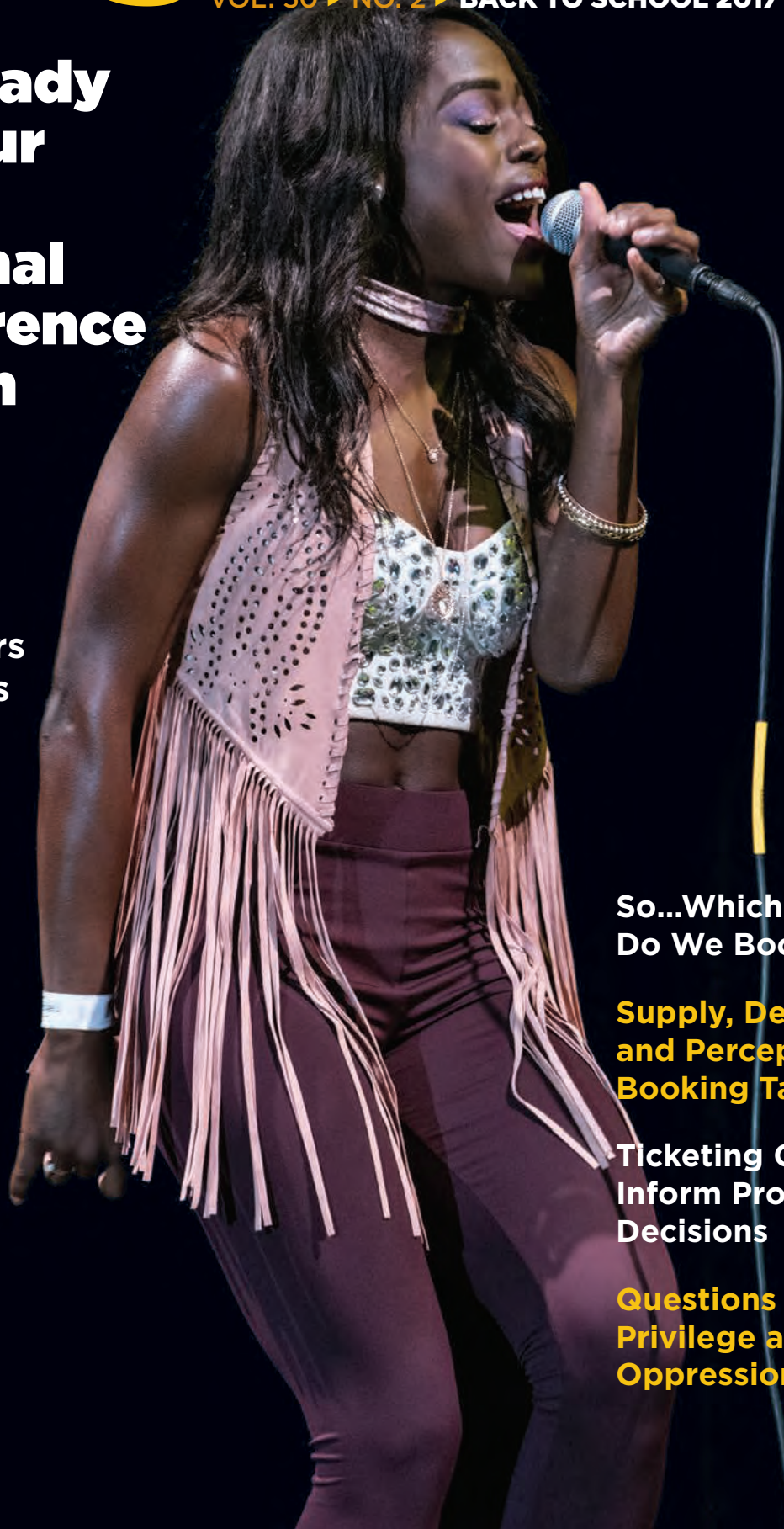
CAMPUS ACTIVITIES

Programming®

VOL. 50 ► NO. 2 ► BACK TO SCHOOL 2017

Get Ready for Your Best Regional Conference Season EVER!

Tips for
Students,
Staff,
Entertainers
and Agents



So...Which Artist
Do We Book?

Supply, Demand
and Perception in
Booking Talent

Ticketing Can
Inform Programming
Decisions

Questions about
Privilege and
Oppression

GO GREEN

with NACA® Block Booking!

NACA® Block Booking is going green and we are pleased to introduce many exciting new features:

- Paperless, mobile-friendly applications will allow Block Booking to occur 24/7 during regional conferences, festivals and the National Convention
- **School delegates** can submit Block Booking forms through their **smartphones, tablets or computers**
- **Associate members** can use their personal smartphones, tablets or computers to allow delegates to **enter Block Booking forms in their booths**
- **Computer kiosks** will be available in CAMP and in Block Booking meeting rooms for form entry
- When forms are submitted, associate delegates will receive **email notifications of school interest**
- **Google Maps integration** will allow schools and associates to see potential routing, allowing schools to add themselves to a block and allow associates to see which schools could potentially make a block bigger

For more information, visit <https://blockbooking.naca.org>

Block Details

Article:
 Venue:
 Location:
 Contact:
 Date(s): 11/03/2014 (Mon)
 Interest: CR
 Times: Night
 [Return to Block List](#)

Map Letter	Interest	Date Range	School / Venue	Dist From Pretend University	Distance from Prev
C	CR	11/05/2014 (Wed) Night	Test University Columbia, SC	72	84
D	CR	11/06/2014 (Thu) Day	Pretend Junior College Charleston, SC	102	118
E	CB	11/07/2014 (Fri) Day	Pretend Community College Mt Pleasant, SC	190	9
F	CB	11/08/2014 (Sat) Day	Pretend Tech School Georgetown, SC	181	58

Check to Display St Dates on Map View Map in Full Screen



**BLOCK
BOOKING**
WITH NACA

CAMPUS ACTIVITIES Programming®

VOL. 50 ▶ NO. 2 ▶ BACK TO SCHOOL 2017

Regional Conference season is here! Our special preview begins on Page 6.



**NACA®
South**
Oct. 5-8, 2017
Chattanooga
Convention Center
Chattanooga, TN



**NACA®
Central**
Oct. 12-15, 2017
Cox Convention
Center
Oklahoma City, OK



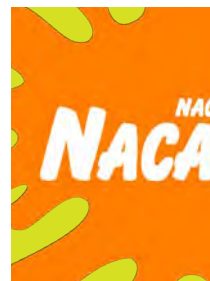
**NACA®
Mid Atlantic**
Oct. 19-22, 2017
Buffalo Niagara
Conference Center
Buffalo, NY



**NACA®
Mid America**
Oct. 26-29, 2017
Northern Kentucky
Convention Center
Covington, KY



**NACA®
Northeast**
Nov. 2-5, 2017
Hartford Convention
Center
Hartford, CT



**NACA®
West**
Nov. 9-12, 2017
Reno-Sparks
Convention Center
Reno, NV

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How would you like to see photos of events and activities on your campus in Campus Activities Programming® and other NACA® print and electronic publications? Gather your highest resolution photos and send them to Glenn Farr at glenn@naca.org. It's a great way to give special recognition to your campus and the volunteers who make things happen for you, as well as to share your great programs with other schools! We'll give you a photo credit, too. So, don't wait — give us your best shots!



Coker College (SC) Office of Institutional Identity

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Stewardship • Innovation • Communication • Respect • Learning • Inclusivity

These core values are the fundamental beliefs that guide our behaviors and decision-making process. As a recognized leader in higher education, we believe our professional values are vital to the advancement of the Association and the campus activities profession.



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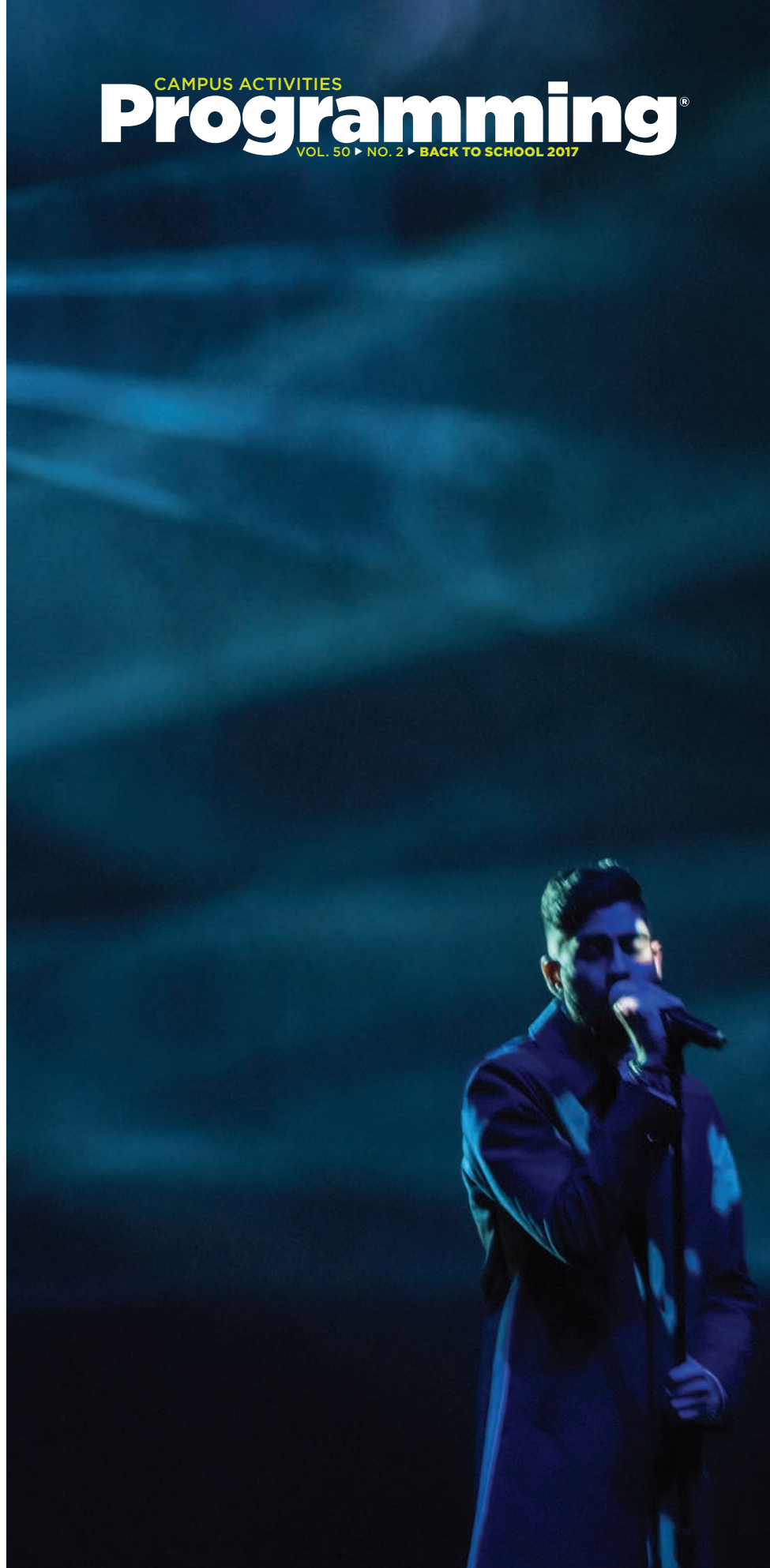
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“

...IF YOU DO DUE DILIGENCE ON THE ARTIST YOU'RE CONSIDERING, YOU'LL BE ABLE TO MANAGE THE PROCESS IN THE BEST WAY POSSIBLE AND SATISFY STUDENTS AND ADMINISTRATION ALIKE...

”

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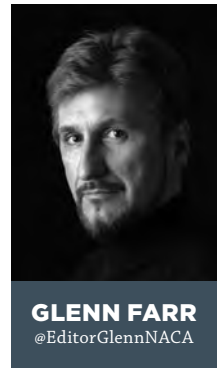
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It's All in the Casting



AS MANY AMONG YOU KNOW, live theatre has been my avocation for more than 40 years. I've been in more productions than I can count and, for the past 10 years, I've directed quite a few stage plays. When a local show goes well – so well it can masquerade as a professional production – one explanation that comes to mind for me is, "It's all in the casting."

In a conversation once with another director, we were discussing one local production in which we both had appeared, a show in which every aspect just worked. It contained a large cast, but in contrast to what often happens with local productions, even the smaller and non-speaking roles were populated by actors who, for the most part, had held their own in lead roles in other productions. Their experience handling more demanding roles made them that much stronger in background parts. "It's all in the casting," we agreed.

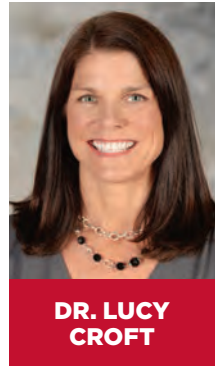
On stage or off, having the right person in the right role is crucial to a production's or an organization's success. What qualities does the right person have? Often, those qualities are a blend of experience, talent and attitude. If an individual has skills built upon experience, innate talent and a willingness to work toward positive ends, the chances for success in any endeavor are much more likely.

So, as your new programming year begins, you might want to think of yourself as a casting agent. Who is the best fit for that vacant position on your programming board? Do they have the skills, the talent and the positive attitude you need? How will they fit with your existing members?

When it comes to which artists and programs you book for events this year, you can be even more of a casting agent. As you attend your regional conference – and the 2018 National Convention – view showcases with a critical casting eye. Does a performer have the chops to really get your audiences excited? Is their talent evident from their opening chord or first joke? Will they be easy to work with? Will they be as enthusiastic about being on your campus as you are to host them?

You certainly can add your own questions as you consider adding members to your organization or choosing the talent you want to see in your campus venues. Don't be afraid to make specific or difficult judgments. After all, your success this year might just be "all in the casting."

It's All in the Pacing!



AS NACA MOVES INTO THE FALL SEASON, I'd like to encourage everyone in our Association to go for a negative split. Wait, what? What's a negative split? For runners (like me), pursuing a negative split involves completing the second half of a race faster than the first. It means setting your pace so you have enough reserves to speed up in the second half. Start strong and finish stronger!

And NACA makes that achievable and fun! The summer season was jam-packed with NACA® Institute programs like the S.P.I.R.I.T. Institute, Student Government-East and West, the National Leadership Symposium, the Programming Basics Institute and more. I hope each of you had the opportunity to attend one or more of these valuable experiential learning opportunities. For NACA, there really is no such thing as summer vacation!

I know those of you who are associate members have been busy, as well, planning for the year ahead and leveraging NACA to find new opportunities among the campus community.

Our membership roster is the strongest I've seen in decades and we're grateful for the incredible energy all of you bring to the Association through your partnerships, education and commitment to offering the absolute best in innovative programming to campuses nationwide.

This fall, NACA has even more to offer, so I challenge each of you to step up your pace and get into the game at a new level. NACA's leadership has been working hard implementing the strategic plan to make sure you have the best possible opportunities for involvement, advancement and fun. Regional conferences, webinars, research and resources are offered for your benefit – check them out and participate.

In addition to these wonderful offerings, NACA also provides unparalleled opportunities for professional networking. I speak from personal experience; as a 31-year member of NACA, I've made countless connections and contacts, and have watched other students and young professionals find their way in our amazing profession with the support of fellow members.

As you quicken your step this fall and strengthen your networking game, keep in mind a few tips to help you broaden your connections, strengthen bonds with colleagues and find new friends within our great Association:

- **Be yourself!** Networking is about being genuine, building long-term relationships and trust, and making connections that are real and lasting.

- **Listen and engage.** Everyone has a story, and taking the time to know someone on a personal level is important. It's better to have a concise list of great connections than a massive list of names you don't know.

- **Know your own story.** What are you interested in achieving? What are your own personal strengths and experiences, and what makes them compelling? Be prepared to share your own story concisely and consistently – we're all starting from a similar perspective as members, so we already have a lot in common. What makes you, you?

- **Get outside your comfort zone.** If you're like most people, you tend to gravitate towards the same events, sessions and groups within our organization (and elsewhere). NACA makes it easy and fun to mix and mingle with new groups, so take advantage!

- **Be helpful!** One of the cardinal rules of networking is offering favors (and asking them), so don't be shy about suggesting ways you can help others. And of course, follow through to do what you can to help.

- **Follow up and stay in touch.** When you make connections, don't forget to follow up with a brief email, text, call or even a personal note. NACA makes it easy to stay in touch in person, too, through conferences, events and volunteer opportunities.

- **Make introductions.** When you make a new NACA® contact, think about who else they might benefit from knowing – or who might benefit from knowing them. Ask to make introductions, do so and let them take it from there. Opening a door for others is a generous gesture and is always remembered.

- **Be present, always.** When you're talking with an NACA® colleague (or anyone for that matter), look them in the eye and pay attention. There's no substitute for personal, one-on-one conversations and everyone you meet has the opportunity to let you learn something new.

As we move ahead, remember you – our members – set the pace for NACA. I speak for NACA's leadership to let you know our shoes are laced, our batteries are fully charged and we're ready to keep moving! Onward!



2017 REGIONAL CONFERENCE PREVIEW

Are Your Students Excited, Scared about Their First NACA® Regional Conference Experience?

Here's How to Ensure Their Success!

By

DAN PUCCIO

Penn State University-York

and

JESSICA CLAAR

The College of New Jersey

NO ONE IS EVER FULLY PREPARED for their first NACA® regional conference experience. You go into it hearing stories from students who've attended before and you receive insight from your supervisor, but once you're on site in the NACA® environment, it's a whirlwind experience.

A day at an NACA® regional conference is not a typical 9 a.m.-5 p.m. experience. Each day is long, often going past 11 p.m., and your mornings begin early, too. With very little down time, it's crucial that you plan, prepare and be purposeful with your students about why they're attending, what they should get out of the experience, and how what they learn at the conference can better serve your campus and its students with new ideas, new entertainment and/or novelty options, and new ways to empower student leaders. We'd like to share how you can achieve all these outcomes!

BEFORE THE CONFERENCE

Connecting with student delegates before you leave campus is crucial. You must set expectations for them. What do you want them to get out of it? What do you want them to look for in terms of education and entertainment? Do they need to be prepared to report to your board after the conference? When you communicate clear, precise expectations to students before the conference, they'll be better able to report what they learned and what they envision bringing back to the campus to help improve the student experience.

Many might not realize this, but most of what is included in the conference delegate bags can be viewed beforehand, including the conference schedule, information on showcasing artists and alternates, and educational session abstracts. Review these items during your pre-conference meetings to familiarize students with the terminology involved and to further emphasize expectations. If you have students who've attended before, ask them to share their experiences with newcomers, focusing on what to expect at their first NACA® conference. It's also important for your board to review its programming calendar to identify when to book an artist (and hopefully, booking artists with other schools, too!).





AT THE CONFERENCE

You've arrived! Let the crazy, awesome fun begin! There are plenty of things to do starting with check-in at the registration booth.

Arrival, Check-In, and Orientation

- If your regional venue offers a student/advisor meeting area, take advantage of it! It provides opportunities for you and your students to connect with others in your region.
- Download the NACA® All Access App and sign up for the text messaging service for important updates and schedule changes. The Regional Conference Program Committee (RCPC) sends important updates throughout the conference, so sign up for them!
- Engage with your region's social media: Twitter, Facebook, Instagram, Snapchat, etc. Use the conference hashtag! Have some fun with it, but remember to be respectful.
- Your entire delegation, but especially first-timers, should attend the kick-off orientation to learn what will be happening at the conference, get last-minute updates, and meet other delegates and the RCPC.
- Your designated block booker should attend the Block Booking orientation, which generally occurs before the kick-off orientation. Attend that session with your block booker to learn how Block Booking works, including the different levels of commitment forms your campus can submit. Block Booking is not scary; it just takes a little time and effort to understand. You'll find in the long run it's extremely helpful and will save your campus thousands of dollars!
- Just as you met with your students before the conference, make sure you continually meet with them throughout the conference. Once daily should suffice to recap what/who they liked, what they learned, etc. Most regions build delegate time into their schedules for this very purpose. Be sure to use it.

Showcases

One of the main reasons for attending an NACA® conference is to see the great showcasing acts you can bring to campus. As you and your students enjoy them, it's important to keep the following in mind for your students:

- It's not about personal preferences but about what COULD work at your institution. Just because some might not like a certain act doesn't mean it wouldn't go over well on your campus. Remember who the students are representing!
- Make sure students always silence their phones or set them on vibrate! Imagine a deep, impactful spoken word piece being interrupted by a sudden blaring of a "24k Magic" ringtone. It kills the mood and can ruin the intimate atmosphere created by the artist.
- If students choose to use social media during showcases, advise them to keep it professional and respectful. Artists are paying to perform for you, so it's important not to be disrespectful to their craft, which they've spent years perfecting.
- Do not leave early! The next scheduled session will NOT start until the current showcase is over. RCPC members communicate with each other to make sure there is no overlap. So, when students leave a showcase early, they'll find themselves waiting at their next destination.
- Take advantage of the printed conference program. It includes information on each showcasing artist – bio, pricing and agency representation. It's always best to take notes to help you remember each act. Have students write down a funny joke, the song an artist sang, or what performers were wearing to help them remember performers. By day three and 60 showcasing acts later, these notes will be incredibly helpful to your students.
- Some acts may encourage audience participation, so if students are enjoying a band's performance, they can go to the front of the stage and dance. It's perfectly acceptable!

Campus Activities Marketplace

The Campus Activities Marketplace (CAMP) offers opportunities to interact with showcasing and non-showcasing artists and agents, and discuss possible bookings. You can also learn who/what an agent represents and if particular acts might work for your campus. If they don't, it's okay to say no! Other aspects of CAMP for you to keep in mind include:

- CAMP is not just a place to get free stuff! It provides opportunities to conduct business. It's also a great place to grab swag, but make sure students keep track of where they get items so they can follow up on anything the delegation likes. It's also important for them to take only what they need. Swag is an additional expense for artists/agents and should not be treated simply as freebies.
- After each showcase, your students should highlight the act(s) they liked and then visit their booth(s). Your campus doesn't need to have an exact date selected for a booking, but students can still connect with agents and exchange information and express interest.
- CAMP offers delegates the best chance to meet artists and agents, ask questions and begin the process of booking artists and filling out the correct forms. Remember, only the block booker can submit Block Booking forms on behalf of your school, so make sure your students are on board before any forms are submitted.
- Make sure your delegates visit each booth at least once to see what each agency has to offer. Artists and agents pay to be at the conference so they can have face time with students.
- If you have a large delegation, split students up into smaller squads/partnerships to tackle each booth.
- Tell students to always be honest with artists/agents. If they're not interested in something, simply tell the agent/artist so no one's time is wasted.





- There will also be a “no frills” CAMP at the conference during which students can truly engage in conversations with artists and agents in meaningful ways. During this CAMP, there won’t be any swag or booth demos to distract from conducting business and having one-on-one conversations.

- If your region holds an on-site selected showcase, make sure your students participate. It puts the power of choosing the final performing showcase act in their hands! They’ll be given a ballot and should check out each artist listed so they can cast an informed vote!

Educational Sessions

Not only are educational sessions great resources for learning best practices and getting new ideas, they also offer opportunities to gain presenting experience while sharing your own expertise. Although the educational session selection process has concluded for this fall’s regional conferences, it’s something you can consider for the National Convention or for NACA® Northern Plains, which has a spring conference, if that’s your home region. And, you can also submit for next year’s fall regional conferences!

We should always want to share our knowledge to allow students to grow, flourish and get excited about their roles on campus. Other aspects of educational sessions you’ll want to keep in mind include:

- Review all the available educational sessions each day with your students and have

them choose sessions they want to attend, based on interest or their role on your board.

- Divide and conquer – have students split up to attend different sessions so they can collectively learn as much as possible. During delegation meetings, everyone should share what they learned.

- Encourage students to get contact information from presenters for follow-up after the conference. Many presenters will gladly talk to students later if they still have questions.

- As an advisor, choose educational sessions you find personally interesting or that highlight issues challenging your programming board or campus. Sessions for advisors are clearly labeled in your program to make them easier to identify.

Get Ready for All NACA Has to Offer!

While we can’t cover everything here that you or your students will experience at your first NACA® regional conference, we hope we’ve given you a glimpse of what to expect, a framework for how to approach the conference and different ways you can prepare students so they can take advantage of all NACA has to offer. NACA was founded on the idea of campuses collaborating and sharing ideas, and saving money in the process. We hope you take advantage of all of these opportunities and wish you luck as you get little sleep but have a fun NACA® experience!

ABOUT THE AUTHORS



Dan Puccio is associate director of Student Affairs at **Pennsylvania State University-York**. He previously served as coordinator for Campus Programs at the University of New Orleans (LA) and was a graduate student in Student Life at the University of Missouri-Kansas City, where he earned a master’s degree in higher education administration. He earned a bachelor’s degree in secondary education social studies at Canisius College (NY). Active in NACA, he currently serves as the Regional Conference Program Chair for NACA® Mid Atlantic and was the coordinator for the 2016 Huge Leadership Weekend.



Jessica Claar is assistant director of Student Activities at **The College of New Jersey**. She has served on the NACA® Mid Atlantic Regional Conference Planning Committee since 2008 in various roles, and was the Program Chair for the 2016 NACA® Mid-Atlantic Festival. She holds a bachelor’s degree in public relations/journalism from Shorter University (GA) and a master’s in higher education and student affairs from the University of South Carolina.





2017 REGIONAL CONFERENCE PREVIEW

Regional Conference Season Is Here!

A Pre-Conference Guide for Students and Staff

Adapted by
JILLIAN VAN AUKEN
 University of Dayton (OH)

WHETHER IT'S YOUR FIRST TIME attending an NACA® regional conference or you've attended before, it can be helpful to have a plan for making the most of your conference experience. Taking time before departing campus to set goals, understand the opportunities available at the conference and collect relevant resources will prepare your delegation to embark on a successful conference experience. By attending an NACA® regional conference, your delegation can accomplish the following goals:

- Become more informed and educated about the various aspects of programming available in the college entertainment industry,
- Gather information about artists, performers, speakers and product vendors in the Campus Activities Marketplace (CAMP),
- Learn about various aspects of leadership and effective organizational functioning by attending educational sessions, and
- Select and contract artists, performers and vendors through participation in Block Booking.

BENEFITS OF ATTENDING A REGIONAL CONFERENCE

So, how will students and staff benefit from attending an NACA® regional conference? Let us count the ways!

Benefits for Students:

- **Leadership Development** – You will have the opportunity to learn about your personal leadership style, how to work on a team, best practices for event planning, marketing and much, much more!
- **Networking** – You will engage with student programmers from across the region and share ideas and resources, as well as build relationships with artists, performers and product vendors.
- **Save Money** (and learn a little about business, too) – By participating in Block Booking, you will collaborate with colleges and universities in your region to book performers to save money, in addition to learning how to manage a budget and be fiscally responsible.

Benefits for Professional Staff:

- **Professional Development Sessions and Luncheon** – You will have the opportunity to attend Professional Development Sessions and a Professional Development Luncheon featuring content experts on hot topics in the field.
- **Networking** – You will engage with professional staff from across the region to talk about your experiences, build connections and share resources.
- **Engaging with Associates** – You will build a more in-depth understanding of the college entertainment industry and how to navigate the world of contracts, vendors and associate members.

HOW TO MAKE THE MOST OF YOUR REGIONAL CONFERENCE EXPERIENCE

Here is a checklist of items to complete before, during and after your regional conference.

Preparing for the Conference

Two to Three Months before the Conference:

- **Select Your Delegation** – Have students interested in attending the regional conference complete an application, hold interviews (if necessary) and select the students who would best represent the organization. Completing an application helps students understand the importance and responsibility involved in attending the conference.
- **Choose a Block Booker** – Determine which member of your delegation will participate in Block Booking. It's helpful for this individual to have knowledge of the organization's planning process and budget structure. In addition, it's beneficial to decide what level of business (ranging from Strong Interest to Contract Requested) in which your organization is comfortable engaging during the conference.
- **Book Hotel Rooms and Transportation** – Visit the portal for your region's conference (under the Programs & Events tab on the



NACA® website at www.naca.org) for information on hotels and transportation options.

- Register Your Delegation – Before you can register your delegation, make sure your university's membership portal is up to date and includes the individuals attending the conference. If you register early, you can take advantage of a discount on registration.

Two Weeks before the Conference:

Hold a pre-trip meeting with your delegation to review the following information:

- Review NACA's history and purpose. Visit www.naca.org/About/Pages/Default.aspx for more information.
- Discuss who will attend the conference – student programmers, student activities professionals, performers, entertainment booking agencies and product vendors.
- Review lingo – Delegates, associates, Block Booking, Campus Activities Marketplace (CAMP), showcases, educational sessions, Sampler Showcase, Lecture Showcase and Special Events Showcase, etc.
- Walk through the conference schedule, discussing the sessions your delegation is required to attend.
- Discuss expectations, attire and goals – It's essential that you discuss the expectations you have for your delegation regarding engagement and behavior while at the conference, as well as what to wear and bring (snacks, water bottle, notebook or laptop computer, pens, backpack, comfortable clothes and shoes) to the conference.
- Check out the educational session offerings, showcasing acts and list of exhibitors at CAMP. It's helpful to go into the conference with a plan. Determining who is attending what educational

sessions and which performance acts your delegation is interested in will set your delegation up for success.

- Talk about departure times, arrange to let faculty know that students will be missing classes (see example faculty letter, available below or at <http://naca.ws/SampleFacultyLetter>) and have delegates complete necessary paperwork, such as an emergency medical form, a delegate contract (see example below or at <http://naca.ws/SampleDelegateContract>), etc.
- Meet with your Block Booker – Review the basics of Block Booking, watch the Block Booking video tutorial (go to <https://blockbooking.naca.org/Pages/default.aspx>, log in with your NACA® ID, then look under the Training Resources tab), and discuss how Block Booking decisions are made at the conference.

Sample Faculty Letter

Date _____

Dear (Professor):

The National Association for Campus Activities (NACA) will be holding its 2017 (specific region) Regional Conference in (host city), from (beginning date) to (closing date). NACA is dedicated to providing leadership training and programming opportunities to students and staff from colleges and universities around the country. (Student) has been chosen from a field of candidates to represent (institution).

This conference is an opportunity for learning and interaction that complements the classroom experience. Because this is a regional program, students from several 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® Regional Conference 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 conference necessitates (student's) absence from your class, he/she realizes it is his/her responsibility to complete any assignments during his/her absence and to make up any exams at your convenience. I hope you can support (student's) attendance at this conference.

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

Sincerely,

(Name)

(Title)

Sample Delegate Contract

Sample Delegate Contract

I, _____, hereby agree to fulfill all of the terms listed below as a delegate to the 2017 NACA® (specific region) Regional Conference.

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 regional conference that are required by my school.
4. I realize 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® (specific region) Regional Conference will positively or negatively affect people's opinions about my organization and my college/university.
5. As a delegate, I will engage in behaviors that are responsible and mature. Intoxication, use of illegal substances, and abusive or inappropriate behavior may result in breaking of conference, hotel or 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 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 _____



- Schedule a daily delegation meeting – This is a great way to check in with your delegation, answer questions about the conference and discuss artists, performers and product vendors.

- Distribute copies of your programming calendar, budget and on-campus room reservations. Having this information with you at the conference will assist your delegates in making the most of Block Booking and will prepare them to select appropriate acts for your institution.

- Create a GroupMe account (<https://groupme.com/en-US/>) or similar way to stay in touch electronically with each other. It's important that you establish a means to communicate with your delegation to stay connected throughout the conference.

When You Arrive at the Conference:

- Check into your hotel and take a few minutes to relax. After spending however many hours in the car, plane or train, breathe, freshen up and take a few minutes to mentally prepare yourself to fully embrace the NACA® conference experience.

- Next, find the NACA® registration area to check in and get the party started.

- Once your delegation checks in, take a moment to make sure you have all necessary materials and information. Your delegation should have the following: nametags, meal tickets, conference schedule, promotional flyers and your NACA® regional conference program.

- Register your Block Booker – Your Block Booker needs to visit the Block Booking Booth (near Registration) to register for Block Booking and pick up their Block Booking ribbon.

- Stop by the Volunteer Center – Volunteering is a great way to learn more about NACA and meet new people. Without volunteers, NACA would not be nearly as successful as it has been for nearly 60 years.

While You Are at the Conference:

- Make sure to take care of yourself. NACA® regional conferences are high energy and a lot of fun, but can lead to burnout without proper self-care. Remember to eat well, drink plenty of water and sleep.

- Take advantage of as many opportunities to engage and learn as you can. Attend all the showcases, take good notes at educational sessions and visit each booth in CAMP.

- Talk to other delegations, share ideas and make new friends.

- Check in with your delegation on a daily basis to swap information, talk about artists or performers you want to bring to campus and share stories.

- Be prepared to talk to associates, do business and network with other delegations (have your programming calendar and budget handy at all times).

- Most importantly, have fun! Attending an NACA® regional conference is unlike any other conference you will experience in college!

Post Conference Wrap-up:

- When you return to campus, share the information you gathered in CAMP and what you learned during educational sessions.

- If you were unable to take advantage of Block Booking at the conference, discuss the artists, performers and product vendors you would like to bring to campus and come to a consensus on how to move forward. Block Booking prices are valid for 45 days after the conference. You can access up-to-date Block Booking activity at blockbooking.naca.org.

- Evaluate your delegation's conference experience by creating an evaluation to assess the learning that took place at the conference and the satisfaction of the students who attended.



Further Considerations:

- Use your NACA® regional conference as an opportunity to train future leaders within your organization.

- Invite students who've been in your organization for at least one academic year to make sure information obtained at the conference benefits the organization.

- The more prepared your delegation is for the conference, the more your students will get out of it.

- Encourage your delegation to attend different educational sessions and, when given the option, different showcases (Lecture Showcase vs. Coffeehouse Showcase, etc.).

- Be in contact with organization members who are not present during the conference to keep them in the loop and make sure their perspective is included in your decision-making process

Editor's Note: Some of this article's content and the accompanying sample forms for delegates were adapted from material originally developed by former NACA® member Jeffrey Cufau.



ABOUT THE AUTHOR

Jillian Van Auken is assistant director for Student Life at the **University of Dayton (OH)**. She previously was coordinator for Student Activities at Indiana University Purdue University Indianapolis, where she was named Advisor of the Year for 2010-2011 and 2013-2014. Also, while a graduate assistant at Miami University (OH), she was named Outstanding Graduate Advisor. She served as a 2015 Graduate Intern Mentor for NACA® Mid America, as the region's 2016 Assistant Special Events Coordinator and currently serves as its 2017 Special Events Coordinator. In addition, she has presented educational sessions for the region's conferences. She holds a bachelor's degree from Otterbein University (OH) and a master's degree from Miami University (OH).



2017 REGIONAL CONFERENCE PREVIEW

First-Time Associate Member at an NACA® Conference?

Here Are Some Things You Need to Know

By

SUE BOXRUD

The College Agency (MN)
and

MELISSA BEER

Summit Comedy, Inc. (NC)

NACA has long been lauded as an organization that links the entertainment industry to higher education. Through seven annual NACA® regional conferences and the National Convention, entertainers and agents (associate members) are able to put faces to names and voices of current customers; create new relationships with potential buyers; and learn about the ever-evolving college market.

Many associates find that the on-site events (conferences and the Convention) are perhaps the Association's most valuable membership benefits. For that reason, we will focus on how to navigate the conference experience – before, during and after.

Before the Conference

NACA is a volunteer-led organization. Each regional conference is coordinated by a Regional Conference Planning Committee (RCPC) comprised of volunteer associate members and volunteer professional staff from universities within the region, which is supported by the NACA® Office staff. When, as an associate, you sign up for your first (or even your 10th) NACA® conference, the amount of information you receive from the NACA® Office and conference volunteers can be overwhelming.

However, reviewing that information and understanding the fundamental rules, regulations and policies involved are imperative to on-site success, as well as for gaining a basic understanding of the college market and NACA as an organization. The NACA® Office staff and RCPC are always open to answering questions to help get your membership and conference experience started on the right foot – so ask questions!

During the Conference

Once you've read pre-conference materials, it's important to know what to expect while on site. To break it down to the very basics,

an NACA® conference features four basic components:

1. Educational sessions,
2. The Campus Activities Marketplace (CAMP),
3. Showcases, and
4. Block Booking (the on-site business meetings, which tie in to the other three components).

Understanding each of these components and approaching them from the school member's perspective can go a long way for an associate member. Let's start with the booking process.

When students are on site, you should consider doing business just as you do in your office – be prepared with marketing materials, calendars and pricing so the process can run as smoothly as possible. The goal is that associate and school members are able to discuss possible events on campus and identify business opportunities.

You should be prepared to confirm any availability and/or pricing the school needs. And, as much as any associate member would love for every school to confirm all their business on site, that simply isn't

realistic. You need to understand that some school delegates take information back to their campuses for review. Make sure to respect the confirmation and contracting process and take advantage of that face time to simply ask school delegates how to follow up with them and to get to know each school's process.

If you are unfamiliar with Block Booking, be sure to attend the Block Booking Orientation sessions listed in each conference schedule so you can understand the process and how the meetings will be run.

While exhibiting in your booth in the Campus Activities Marketplace (CAMP), it's imperative to consider that face-to-face conversations with agents can be extremely intimidating for student delegates. You should keep in mind the need to be friendly and assertive, without being overly pushy. It's important to learn about the school and the events school delegates are asking about – make sure to ask appropriate questions and give information for them to take back to their delegations.

If they have dates, budgets or other event specifics available – take notes and exchange contact information so you are able to follow



up effectively and efficiently. Do keep in mind that many school delegations will include students and professional staff with varying degrees of experience, so make sure the information you provide is clear, concise and easily understood. Discuss riders, space requirements, show timing, staffing needs, etc. Associates who understand they are part of the education process and who are willing to educate school delegates in navigating a show from conception to execution are highly valued. The Campus Activities Marketplace (and NACA® Conference experience, in general) is your opportunity as an associate member to showcase your products, services and company culture.

Showcases and educational sessions are all selected well before anyone arrives on site at a conference. However, associate members can absolutely attend and participate in both alongside school delegates. While business conversations need to happen in the Campus Activities Marketplace or during Block Booking meetings, only, relationship building can happen at any point in the conference schedule, including during educational sessions and meal times. Observe showcases to see what delegates are responding well to and see how that compares to on-site business. If nothing else, participating and observing in these ways offer opportunities for some additional conversation starters in the Campus Activities Marketplace.

After the Conference

Once the conference is over, keep in mind that school delegates return to homework, friends, on-campus jobs, exams and everything else that's part of the college experience. Allow a day or two for everyone to decompress and rest. If a school member needs something immediately, they will reach out to you.

If contracts were requested on site, refer to notes you took in your booth or within the digital Block Booking system. Make sure to speak to someone from the school requesting a contract once you're back in the office before you issue that contract. It's important to have post-conference interaction to secure the details with the university with regard to rider requirements, show specifics, etc. Be prepared with tax documentation and ask if there are university insurance requirements. Certificates of liability insurance are common requirements on college campuses for all types of performers and, many times, are required before they can sign contracts and issue payment.

All pricing that was discussed in the booth or printed in conference materials needs to be honored for 45 days following the conference. Honesty and transparency in the booth and during the contracting process will strengthen trust and yield repeat business and additional business for other products, services, shows or entertainers you offer.

Keep in mind, though, that what you have to offer may simply not be what a university client is seeking. And that's OK. Again, refer to notes you took in the Campus Activities Marketplace so you know who is and who is not interested in any given act. No one wants to have their time wasted and no one wants to waste their own time, either, so knowing who not to call is almost as important as knowing who to call. Be respectful, friendly and remember that student delegates will often graduate and go on to be graduate advisors and professional staff. The college entertainment market is very small and news travels fast about positive and negative experiences, products, performances and services. Always strive to be on the positive side of that equation.

Flexibility Leads to Success!

Take in every ounce of the conference experience. Have fun, and know that the bulk of your business will be done in the days, weeks and years following a conference. Associate member businesses that are nimble and approach NACA® conferences with flexibility will learn, grow and experience a successful career in the college market. We wish all associate members the best of luck and will see you on the road soon!

ABOUT THE AUTHORS



Sue Boxrud (right) is kept busy with her daughters, Lillie and Lola, husband, Drew, and dog, Pearl. She is starting her 15th year with **The College Agency** and enjoys a good IPA in her "free time." In NACA, she currently serves as the Co-Facilitator for the Associate Advisory Group, after having served on the NACA® Board of Directors and as a member of the Strategic Planning Committee.

Melissa Beer (left) is "Mom" to Charlie, Katherine and Patrick and wife to Mike. She loves adventure with her family, running, real food, wine and sarcasm. An agent with **Summit Comedy, Inc.**, she recently completed a term as Co-Facilitator for the NACA® Associate Advisory Group and also served on the Strategic Planning Committee.



2017 REGIONAL CONFERENCE PREVIEW

NACA® Fall Regional Conference Fast Facts

NACA® South

Oct. 5-8, 2017

**Chattanooga Convention Center
Chattanooga, TN**

Headquarters Hotel

Chattanooga Marriott Downtown

2 Carter Plaza
Chattanooga, TN 37402

Phone: 423-756-0002

Fax: 423-308-1010

Single/Double: \$140 plus 17.25% tax

Triple/Quad: \$150 plus 17.25% tax

Book Online: <http://naca.ws/2t08IEY>

Reservation Deadline: Sept. 17, 2017

Nearest Airport: Chattanooga Metropolitan

Airport (CHA), 15 miles away

Hotel Shuttle: No

Estimated Cab Fare: \$28 one way

Transportation within Host City: Uber, Lyft

Hotel Parking: On-site parking for \$3 per hour, \$11 per day; valet parking for \$15 per day

On-Site and Nearby Dining:

- Breakfast—Buffet, \$14; Continental, \$12; Full American, \$16; Grab-n-Go, \$10; and Hot \$14
- Table South Kitchen—open for breakfast, lunch and dinner
- Lookout Café—open for breakfast

On-Site Amenities:

- Fitness Room—24-hour access
- Pool—seasonal access
- Room Service—6 AM-11 PM
- Gift Shop and Business Services Area

Additional Hotel

Days Inn Rivergate

901 Carter St.
Chattanooga, TN 37402

Phone: 423-266-7331

Fax: 423-266-8611

Single/Double/Triple/Quad:

\$119 plus 17.24% tax

(Call this hotel directly to receive the discounted NACA® conference rate.)

Reservation Deadline: Sept. 14, 2017



NACA® Central

Oct. 12-15, 2017

**Cox Convention Center
Oklahoma City, OK**

Headquarters Hotel

Renaissance

10 North Broadway Ave.
Oklahoma City, OK 73102

Phone: 405-228-8000

Fax: 405-228-2575

Single/Double/Triple/Quad: \$168

Book Online: <http://naca.ws/2sv1QhJ>

NACA® Rate Deadline: Sept. 19, 2017

Nearest Airport: Will Rogers World Airport (OKC), 10 miles away

Hotel Shuttle: No

Estimated Cab Fare: \$25 one way

Transportation within Host City: Uber, Lyft, various airport transportation services, EMBARK buses (\$1.75 for single trip, \$4 for unlimited pass).

Hotel Parking: Valet parking for \$27 per day; off-site parking for \$12 per day

On-Site and Nearby Dining:

- Breakfast—Buffet, \$16.95; Full American, \$16.95; Grab-n-Go, \$9; and Hot \$16.95
- 10 North Grille—open for breakfast, lunch and dinner
- Caffaina's Marketplace—open for breakfast, lunch and dinner
- The Bar at 10 North—open for dinner
- Bourbon Street Café—Creole/New Orleans-style food (www.bourbonstreetcafe.com)
- Bricktown Brewery—comfort food and elevated bar food (www.bricktownbrewery.com)
- Dekoral!—Asian fusion (www.extremeyum.com)
- Earl's Rib Palace—ribs and barbeque (earlsribpalace.com)
- Fuzzy's Taco Shop—Tex-Mex food (www.fuzzystacoshop.com)
- Knucks Wheelhouse—pizza (knuckswheelhouse.com)
- Texadelphia—cheesesteak and comfort food (www.texadelphia.com)
- Yucatan Taco Stand—tequila bar and grill (www.yucatanacostand.com/bricktown)
- Zio's Italian Kitchen—Italian Cuisine (zios.com)

On-Site Amenities:

- Fitness Room
- Indoor Pool
- Sauna
- Gift Shop and Business Services Area



NACA® Mid Atlantic

Oct. 19-22, 2017

**Buffalo Niagara Conference Center
Buffalo, NY**

Headquarters Hotel

Hyatt Regency Buffalo

Two Fountain Plaza
Buffalo, NY 14202

Phone: 716-856-1234

Fax: 716-852-6157

Single/Double/Triple/Quad: \$169 plus 13.75% tax

Book Online: <http://naca.ws/2s0ipyH>

NACA® Rate Deadline: Sept. 28, 2017

Nearest Airport: Buffalo Niagara International Airport (BUF), 13 miles away

Hotel Shuttle: No

Estimated Cab Fare: \$35 one way

Transportation within Host City: N/A

Hotel Parking: Overnight valet parking for \$25 per day, including guest in and out privileges; self parking at the Augsburger Parking Ramp across the street or at the open lot across the street—rates vary at both locations.

On-Site and Nearby Dining:

- Atrium Bar and Bistro Open Breakfast—with specific hours for breakfast, lunch and dinner, beginning at 6:30 AM for breakfast and ending at 10 PM for dinner
- Late-night menu from 10 PM until midnight
- Room service from 6 AM-9 PM
- Starbucks—6 AM-7 PM daily

On-Site Amenities:

- 24-Hour Fitness Center
- Free Shuttle to Downtown Restaurants and Offices
- 24-Hour Business Center
- Lobby Level Gift Shop



Want to Know More?

Find more information, including a conference schedule, awards, volunteer opportunities and more at each region's home page:

naca.org/south

naca.org/central

naca.org/midatlantic

naca.org/midamerica

naca.org/northeast

naca.org/west



NACA® Mid America

Oct. 26-29, 2017

**Northern Kentucky Convention Center
Covington, KY**

Headquarters Hotel

Cincinnati Marriott at RiverCenter

10 West RiverCenter Boulevard
Covington, KY 41011

Phone: 859-261-2900

Fax: 859-261-0900

Single/Double: \$170 plus 11.06% tax

Triple/Quad: \$175 plus 11.06% tax

Book Online: <http://naca.ws/2t07IR7>

NACA® Rate Deadline: Oct. 5, 2017

Nearest Airport: Cincinnati/Northern Kentucky International Airport (CVG), 12 miles away

Hotel Shuttle: No

Estimated Cab Fare: \$25 one way

Transportation with Host City: Uber, Lyft and local taxi service

Hotel Parking: On-site parking for \$2 per hour, \$10 per day; valet parking for \$28 per day; off-site parking for \$1.50 per hour, \$8 per day. Attached parking garage is not owned/managed by Marriott. Self parking has no in and out privileges.

On-Site and Nearby Dining:

- 10 West—breakfast, lunch and dinner
- Café at 10 West—breakfast, lunch and dinner
- Patio at 10 West—seasonal dining, open for breakfast, lunch and dinner
- Bar at 10 West—dinner
- Breakfast—Buffet, \$19.95; Full American, \$11.95

On-Site Amenities:

- Lap Pool and Health Center
- Business Services Area
- Gift Shop

Additional Hotel

Embassy Suites Cincinnati RiverCenter

10 East RiverCenter Boulevard
Covington, KY 42011

Phone: 859-261-8400

Fax: 859-261-3828

King Suite: \$170 plus 11.06% tax

Double/Double Suite: \$180 plus 11.06% tax

Book Online: <http://naca.ws/2tBRjQC>

NACA® Rate Deadline: Oct. 5, 2017



NACA® Northeast

Nov. 2-5, 2017

**Hartford Convention Center
Hartford, CT**

Headquarters Hotel

Marriott Hartford Downtown

200 Columbus Blvd.
Hartford, CT 06103

Phone: 860-249-8000

Fax: 860-249-8181

Single/Double/Triple/Quad: \$182 plus 15% tax

Book Online: <http://naca.ws/2rWcuQf>

NACA® Rate Deadline: Oct. 12, 2017

Nearest Airport: Bradley International Airport (BDL), 15 miles away

Hotel Shuttle: No

Estimated Cab Fare: \$44 one way

Transportation within Host City: Free downtown shuttle circulates every 15 minutes to downtown hotels, restaurants and more.

Hotel Parking: On-site parking for \$3 per hour, \$19 per day; valet parking for \$23 per day; one complimentary electric car charging station.

On-Site and Nearby Dining:

- Breakfast—Buffet, \$18; Continental, \$10.95; Full American, \$12; Hot Breakfast, \$12
- Vivo—breakfast, lunch and dinner
- L Bar—lunch and dinner
- Starbucks—breakfast, lunch and dinner

On-Site Amenities:

- Pool and Fitness Center
- Gift Shop

Additional Hotel

Hilton Hartford Hotel

315 Trumbell St.
Hartford, CT 06103

Phone: 860-728-5151

Fax: 860-240-7247

Single/Double/Triple/Quad: \$156 plus 15% tax

Book Online: <http://naca.ws/2sGmBpf>

NACA® Rate Deadline: Oct. 12, 2017



NACA® West

Nov. 9-12, 2017

**Reno-Sparks Convention Center
Reno, NV**

Headquarters Hotel

Atlantis

3800 South Virginia St.
Reno, NV 89502

Phone: 775-825-4700

Single/Double/Triple/Quad: \$169 plus 13% tax, \$2 tourism tax, \$10 resort fee

Book Online: <http://naca.ws/2t0j4ES>

NACA® Rate Deadline: Oct. 19, 2017

Nearest Airport: Reno Tahoe International Airport (RNO), 3 miles away

Hotel Shuttle: Yes

Estimated Cab Fare: \$10 one way

Transportation within Host City: Information not available

Hotel Parking: Information not available

On-Site and Nearby Dining:

- Atlantis Steakhouse—Wednesday–Sunday, 5–10 PM
- Bistro Napa—Sunday–Thursday, 5–9 PM and Friday–Saturday, 5–10 PM
- Oyster Bar on the Sky Terrace—lunch (11 AM) and dinner daily
- Sushi Bar on the Sky Terrace—lunch (11 AM) and dinner daily
- Manhattan Deli—lunch (11 AM) and dinner daily
- Toucan Charlie's Buffet and Grill—Wednesday–Sunday, 5–10 PM
- Café Alfresco—lunch (11 AM) and dinner daily
- Purple Parrott—open 24 hours
- Gourmet Grind—opens daily at 6 AM
- Java Etc.—Sunday–Thursday, 6 AM–Midnight; Friday–Saturday, 6–2 AM
- Chicago Dogs!—lunch (10 AM) and dinner daily
- Daily Happy Hour—Sports Bar and Lounge, 3–6 PM
- Daily Social Hour—Bistro Napa Lounge, 4–6 PM

On-Site Amenities:

- Business Center
- Fitness Center
- Pool
- Casino, Spa and Multiple Entertainment Options

Additional Hotel

Courtyard Reno

6855 South Virginia St.
Reno, NV 89511

Phone: 775-851-8300

Fax: 775-851-8311

Single/Double: \$109 plus 13% tax, \$2 tourism tax

Triple: \$119 plus 13% tax, \$2 tourism tax

Quad: \$129 plus 13% tax, \$2 tourism tax

Book Online: <http://naca.ws/2sZjMm8>

Deadline: Oct. 19, 2017



Book with Delta and save!

NACA continues its partnership with Delta Air Lines to offer discounted airfares (<http://naca.ws/1PnhTnW>) for the 2017 NACA® fall regional conferences.

Book online

- **Not a Delta Skymiles Member?** Visit <http://naca.ws/1PnhTnW> to be directed to Book Your Flight online. Once on the Book a Flight page, enter your flight information along with meeting event code **NMQAN** to purchase tickets and so the negotiated discount may be applied.
- **You are a Delta Skymiles Member?** Log into your account, click on **Advanced Search** at the bottom of the Book a Trip tab, enter your

flight information, along with meeting event code **NMQAN**, to purchase tickets and so your negotiated discount may be applied.

Book by phone

Reservations and ticketing are also available by calling the **Delta Meeting Network Reservations** at **800-328-1111**. Note that a Direct Ticketing Charge will apply for booking by phone.



“SO...WHICH ARTIST DO WE BOOK?”

SEVEN STEPS TO HELP YOU ANSWER THAT QUESTION

By

DARRIUS BARROW

East Carolina University (NC)

and

MELISSA BOYLE ARONSON

Babco Entertainment LLC (FL)

At the beginning of every academic year,
students ask a number of questions:

“In what residence hall am I living?”

“What will my roommate be like?”

“Will my classes be hard this semester?”

But another question they frequently ask is:

“Who is headlining the concert this year?”



For campus activities professionals and programming boards all across the country, providing an answer to this question is one of the most challenging tasks we undertake. With that in mind, we must ask ourselves, “So ... which artist do we book?”

For many, this may seem a fairly simple question, but there are a number of steps that go into finding the right answer and, ultimately, the right artists to perform on campus.

1. Establish Goals

Start by establishing what your goals are for a given concert. For some, it may be to generate as much revenue as possible or to maximize attendance. For others, it may be to bring in new genres of music, introduce your campus to new artists, or to keep a time-honored tradition going for another year. Whatever the case, make sure it's clearly defined by your planning team so you can have a productive concert planning and management process.

2. Discuss the Budget

In addition to establishing goals, there are other things you should be sure to discuss internally, one of which is your overall concert budget and your budget specifically for the talent. Not only will this help you have productive conversations, but it will also be especially beneficial if you're securing talent through a middle agent. With a clearly defined budget, a middle agent can provide a precise rundown of all of the artists who fit within your price range.

3. Determine Whether You're "Date Specific"

Something else to be clear on, again, especially if working with a middle agent, is if your campus is “date-specific.” Being “date-specific” means you go into conversations knowing the exact date of your show, and you must find the right artists who are available on that date. If you're flexible on dates, it could open up more options and increase the odds of getting the desired artists you're seeking when submitting an offer.

4. Gather Feedback

Although conversations about who is performing will start internally with planning teams and programming boards, they most certainly do not stop with these individuals. Because you're planning an event for the entire campus, students, and even some faculty and staff, have a vested interest in who is booked, and their opinions should be included in the conversation in some fashion.

Logic would dictate that a survey would be the best tool to get this feedback. A survey could be effective because it allows you to get responses from the people you need to hear from the most. Also, a survey lets others get more involved in the process.

However, a survey could require more time to compile data, and depending on the questions asked, could create unrealistic expectations among those you're surveying. It's probably most effective if your questions focus more on genres of music for concerts as opposed to

specific artists. This gives you more flexibility in planning without the potential of creating drama or setting unrealistic expectations.

Also, consider whether it's beneficial to survey just the programming board, a sample of your campus, or open it up to the entire campus community. These variables can often impact survey results.

5. Consider the Risks Involved

Another major consideration when deciding which artist is to book involves the potential risks associated with the event. With this in mind, you may want to develop a checklist or questionnaire with key questions to help decide which artist to bring to your campus:

- Are there acts of violence or nudity in the performance?
- Does the artist's performance physically involve audience members in any way?
- Are there groups of students who would be offended by this artist or his/her content?

Also, you may want to ask any other questions regarding the nature of the performance and/or the artist's reputation on stage or off to determine if there are any additional risks or implications for which you would need to be prepared as the concert manager.

6. Submit an Offer

Once you've gotten feedback from various constituencies and determined any associated risks, it's time to submit an offer. A concert middle agent can walk you through an offer process, but you must be intentional about what to include in an offer. Of course, the basic concert information is a given – things such as the concert date, time and location, as well as the venue and its capacity. Other things of which you need to be mindful include production information, ticketing structure, and any pertinent information related to your institution's contract processes. Also, make sure the offer includes a firm expiration date.

7. Create a Backup Plan

Waiting for a response to your offer is not a time to just do nothing. The best way to manage this waiting period is to work on backup plans in the event you're unable to book your first choice. Compile more information, gather more feedback, and research more artists. This way, you can have multiple plans in place, experience minimum delays and be ready to go should you need to book a different artist.

Answering the Question

Selecting an artist for any concert, whether it is for homecoming, welcome week, or a traditional event, can be a daunting task. But, if you're clear on your goals and gather feedback from the right people, you'll be able to make informed and impactful decisions on whom to bring to campus. Furthermore, if you perform due diligence on the artist you're considering, you'll be able to manage the process in the best way possible and satisfy students and administration alike when you answer the question, “So ... which artist do we book?”

ABOUT THE AUTHORS

Darrius Barrow is assistant director of Student Activities at **East Carolina University** in Greenville, NC. He holds a master's degree in sport management from East Carolina University and a bachelor's degree in journalism from the University of North Carolina-Chapel Hill.

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Supply, Demand and Perception

Why You Pay What You Pay
and Go through What You Do
to Get the Act You Want

By

ADAM TOBEY

Concert Ideas, Inc. (NY)



The college live entertainment marketplace is constantly changing. The accessibility of information, the role of social media, and our “instantaneous” culture have created and continue to impact it and the world of live entertainment at large. Artists can have meteoric rises and falls based on a few online posts. They can go from selling 50 tickets to 1,500 tickets overnight. Through it all, though, one thing remains the same: prices keep going up.

Our marketplace – colleges and universities – is where this price increase has been and continues to be the greatest. The reasons are varied, and usually hard to qualify. The bottom line is that the college marketplace is not a simple one. Finances and available dates are just two of the myriad factors impacting decisions.

As vibrant, enthusiastic and energetic as we are, we face competition from the “standard” marketplace, and it’s an intense level of competition at that. Promoters can put together deals more quickly and easily, and can offer certain incentives and opportunities that can be challenging to create in our space.

From the Artist’s Perspective

For a better understanding of this, and why artists push for more, let’s consider the artist’s perspective.

Touring artists all have different needs and requirements, but the basic goals are the same. They want to:

- 1. Play in front of their fans,**
- 2. Play in places where they can make new fans,**
- 3. Have events that promote them, their material, and their merch,**
- 4. Play somewhere where the artist gives the audience the show they want and expect,**
- 5. Play somewhere where the process of performing (i.e. logistics) is easy, and**
- 6. Play somewhere the artist can return to (maybe regularly) as their career develops.**

Let’s consider these goals one by one.

1. Play in front of their fans

This one is pretty easy, but not without its challenges. College students spend as much, if not more, money on live entertainment than any other segment of the population. They are enthusiastic, supportive and excited for events.

However, increasingly larger numbers of colleges and universities are limiting their shows to just students and staff. There are various reasons for this (student fees pay for the talent, limited audience space, security concerns) and they are all valid. For an artist, though, they often present a challenge. What about their fans in the area that aren’t students? True, most closed/private events don’t preclude the artist from playing another local venue, but the logistics of touring often make it difficult to hit the same market twice.

If it came down to playing a school or a “proper” venue, which would you choose? Which affords the greatest opportunity to play for whom you want and need to play?

2. Play in places where they can make new fans

This one is easy because every venue – big, small, public or private – it doesn’t matter: all offer the chance to make new fans.

3. Have events that promote them, their material, and their merch

This is where it starts to get tricky. Every school event is promoted, but often not to the extent that a promoter or venue will promote a performance. Schools work within set budgets and financial needs. Most schools aim to break even or lose a pre-determined amount.

A promoter wants and needs to make money. They will spend \$100 to generate \$101 in revenue. Why? Because it’s their livelihood. They need every seat filled or they risk going out of business.

The college world is different. No one wants to blow out a budget, but if it happens, no one loses a job or has to sell his or her house.

As an artist, you want the seats full, as well. You want to get your music out there, sell your merch, and have as much PR as possible. Schools do a great job, but there is an endpoint past which most cannot work. What would you do?

4. Play somewhere where the artist gives the audience the show they want and expect

This is a big one. Effects, LED walls, the audience on stage, the artist in the crowd, etc. Everything about the presentation of the show matters to the artist. If you can’t allow confetti, afford a video wall, or allow the band to go into the crowd, some artists might think twice about performing at your venue. Are there workarounds? Of course, but if you were the artist, would you want to find a work around?

5. Play somewhere where the process of performing (i.e. logistics) is easy

Contracts and schools are often a volatile combination. School and state regulations, vendor forms, deadlines, risk management, school riders, and a host of other requirements often present challenges. Again, there are always solutions, but if you were an artist, would you want to play somewhere where the venue doesn’t present additional paperwork, rules, timelines and limitations, or somewhere that requires you to jump through hoops for three months?

“

COLLEGE STUDENTS SPEND AS MUCH, IF NOT MORE, MONEY ON LIVE ENTERTAINMENT THAN ANY OTHER SEGMENT OF THE POPULATION.

”

6. Play somewhere the artist can return to (maybe regularly) as their career develops

It's very difficult for an artist to cycle back to a school more than once every four years. Yet a club or theatre will bring an act back if there is money to be made, sometimes as quickly as within three to six months. This can have a huge impact on artists' decisions, since these venues can play a pivotal role in development.

So, what does all this mean?

A long time ago, a manager told me schools pay an opportunity cost. In other words, you are paying for the opportunity to have an artist on your campus.

The inherent challenges of the marketplace, along with the long decision-making process and uniqueness of schools often make playing for colleges and universities more work than playing at other venues. As a result, managers feel schools should pay for the opportunity.

Is this right? It depends on whom you ask.

Some artists will agree. Entertainment is not a uniform, streamlined business. It's driven by personalities, money and perception. If you order 100 bricks to be delivered on Tuesday and 84 show up on Thursday, you aren't going to pay for 100 bricks. Enter-

tainment isn't so cut and dry. Add in the uniqueness of the college market, and some people will say the extra money colleges pay for performers is justified.

Others disagree. You will never find more enthusiastic fans than those in our space. Furthermore, schools bring in artists because they want them there. Yes, finances play a role, but it's about desire. Schools can afford hundreds, if not thousands, of acts, but they choose artists based on whom they like and want. In the hard ticket world, it's about the math. Will they sell and make money or won't they? In our space, it's about loving the act and what they can do for the school. You won't find this anywhere else.

Remaining Competitive

None of this is written to discourage anyone. However, to continue to be competitive, any marketplace needs to do some self-examination and study the competition. It's always smart to put yourself on the other side of the fence and ask, "What would I want? What would matter to me?"

The college marketplace will always be a place where artists can find a home full of enthusiastic supporters and programmers. The key is to find a way to make it even better.

ABOUT THE AUTHOR

Adam Tobey is the managing partner of **Concert Ideas, Inc. (NY)**, a 44-year member of NACA. Tobey has presented at regional conferences and the National Convention and has written a number of articles for *Campus Activities Programming*®.

WHO WANTS TO VOLUNTEER?

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**"THANK YOU,
NACA, FOR THIS
SCHOLARSHIP AND
FOR HELPING ME GET
ONE STEP CLOSER
TO ACCOMPLISHING MY
LONG-TERM GOALS!"**

Erika Bell
The Ohio State University

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**"I HOPE I CAN GIVE BACK AND
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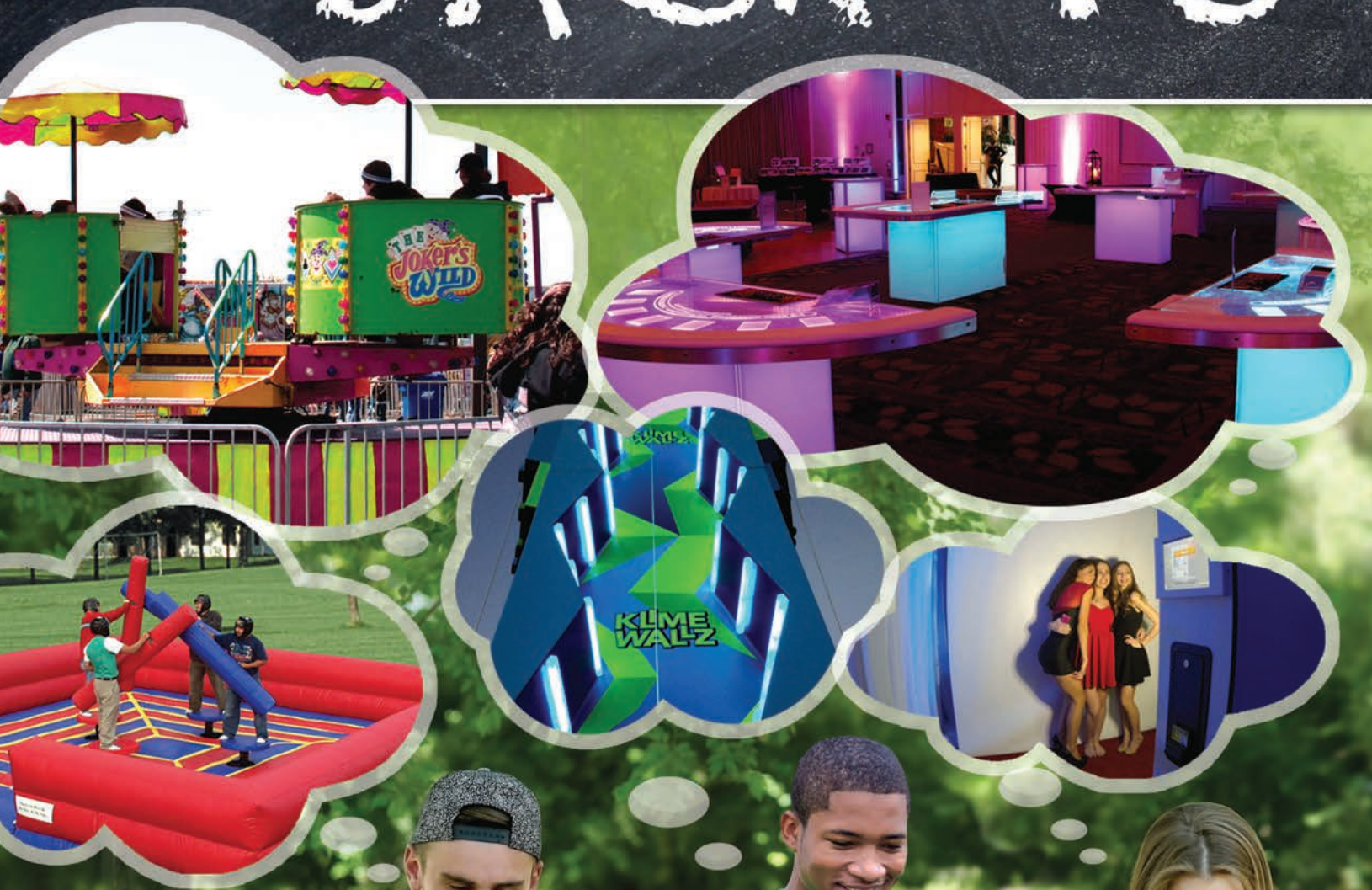
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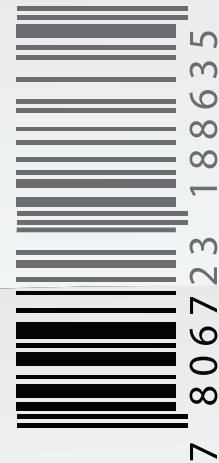
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TICKETS TO SUCCESS

* * * *

How an Effective Ticketing Process Can Inform Campus Programming Decisions



By

TENESHA ARNOLD and QUANTA TAYLOR

The Ohio State University

WITH APPROXIMATELY 60,000 STUDENTS enrolled at The Ohio State University-Columbus campus, needs, interests and engagement levels vary across the entire population. With this many students on campus, filling seats, selling out events, and reaching campus far and wide are everyday goals; but these outcomes do not come without planning, managing details, and collaboration with a number of campus partners.

For our student programming organization, the Ohio Union Activities Board (OUAB), the process for a successful event begins when the first ticket has been distributed and our system of checks and balances begins. OUAB produces over 250 events, ranging from entertaining to educational or thought provoking. OUAB, comprised of voluntary undergraduate, graduate and professional students, strives to create a fun, accessible and challenging environment for its members. OUAB empowers each member to change and shape the lives of fellow students while strengthening their own leadership skills and fostering personal growth.

These 250-plus events are funded through the student activity fee charged to all undergraduate, graduate and professional students enrolled at OSU-Columbus. OUAB events are only for OSU-Columbus students with a valid BuckID (our student ID). Payment of this fee is what makes students eligible for its benefits, such as attending OUAB-sponsored events. The student's Buck-ID validates that all tuition and fees have been paid, and the ID holder is eligible for tickets to OUAB events.

However, to ensure full events and to service the entire university community, including staff, faculty, administrators and those students on our regional campuses, OUAB has adapted policies and procedures to expand its standard ticketing practices in the event of a ticket surplus.

OUAB Event Ticketing Policy

OUAB special events that occur outside of recurring programs normally require a ticket. Announcements about ticket distribution times and information for each OUAB event are made as soon as

possible, but generally no later than five weeks prior to the event date. To obtain a ticket to an OUAB event, students must present their current, scan-able BuckID to pick up one ticket at the Ohio Union Information Desk. All OUAB events begin with one ticket per Columbus campus student. If a substantial number of tickets remain before the event – more than 45% at two weeks out, more than 25% at one week out, or more than 5% two days out – students are able to get an additional ticket with their BuckID, and OSU faculty and staff also become eligible for tickets. OSU staff and faculty are assigned a BuckID when they begin working on campus. Our ID readers are equipped to differentiate between student and staff privileges. If a non-student uses the extra ticket, an OSU Columbus Campus student/faculty/staff with a current, scan-able BuckID must accompany that person to enter the event.

Our ticketing policy also supports the changing demographics of college students and also acknowledges that our graduate and professional students are at different places in their lives – many are married, in civil unions, or other forms of domestic partnership. Students who wish to bring their spouse or partner to an OUAB event, and can prove their marriage or partnership to the BuckID office, can obtain what we call a dependent ID. This ID, which does not afford all the privileges of a student's BuckID, will allow for a student and/or spouse to pick up two tickets for any OUAB event. This policy allows us to begin building a more inclusive and supportive campus environment, in which students with spouses or partners are not forced to choose between attending an event on campus or spending time with their significant other.

The Magic behind the Ticket Release

The ticket release for an event is a big day on campus – probably one of the biggest examples of collaboration we experience and it essentially goes unnoticed. Once OUAB events are confirmed, the staff begins scheduling ticket releases for various events through a two-part process.

First, we begin working with the staff of the Ohio Union to select a date, which normally is determined by when we can have space to accommodate a line or large group of eager students. Next, we coordinate with the Information Center of the Ohio Union to determine the location of the ticket release and our BuckID readers.

Additionally, the Information Center serves as a main point of customer service for those visiting the Ohio Union. Coordinating our ticket release with the manager of the Information Desk allows for additional staff to be present to simultaneously assist with daily operational needs and the OUAB ticket release.

Finally, the release date for each event is announced and excitement begins to build on campus. When a ticket release date arrives, students are able to begin lining up for tickets no more than two hours before the ticket release start time. This is a new practice for us because, depending on the talent for an event, students would begin lining up when the building opened for a ticket release scheduled for 5 p.m. This policy change has allowed us help reduce congestion in the Ohio Union and, of course, has helped ensure our students are not skipping classes.

While students are waiting in line, OUAB takes advantage of this captive audience. We survey them, which allows students outside the organization to contribute to brainstorming. We also encourage these students to follow OUAB on social media, and we quiz them on upcoming OUAB events, rewarding them with promotional items, signed headshots, or VIP seating for events. Once the ticket release starts, students then step up to the Information Desk, present their BuckID, and retrieve a ticket. However, more magic is happening with the simple swipe of a scan-able student ID than some may assume.

Once a ticket release is complete, the BuckID office is able to retrieve information from the scanners to share with OUAB. As OUAB is unable to interpret the special coding of the information the BuckID office provides, additional collaborations with campus partners are necessary to decode the information we receive. OUAB and the BuckID office have teamed up with Student Life Technology Services to utilize its staff's talents to translate the information so OUAB can use it. Consequently, Student Life Technology Services has provided OUAB with email addresses for every BuckID scanned for any OUAB event. This information is very useful in reminding attendees about upcoming events, changes to an event for which they currently have tickets, and/or email post-event evaluation surveys.

Soon after we began our collaboration with Student Life Technology Services, OUAB learned there is even more information that can be retrieved from the BuckID scanners, information that helps define who is actually interested in attending OUAB events. Retrieving this information involves yet another collaborating partner, the Center for the Student of Student Life (CSSL).

CSSL promotes a culture of research and assessment. It has been able to discover that the BuckID coding could also provide demographics of students attending OUAB events, including class ranking (undergraduate, graduate/professional, veteran), age, gender, race/ethnicity, athlete/non-athlete, native/naturalized/alien, and honors/non-honors, scholars/non-scholars.

The report CSSL generates provides demographics for each individual event. With OUAB hosting over 250 events per year, that's a great deal of data. This information helps inform us where OUAB is strong with its programming, identify populations that may be underserved, and help us look for strong collaborations or demographic presences that can impact future programs.

In less than the 10 seconds it takes to greet a student, ask for their BuckID, and swipe it, we are able to obtain a wealth of information that continues to provide data we are able to use repeatedly. Being able to capitalize this way on ticket distribution allows us to be a data-rich, data-supported organization. As the advising staff strives to tell the story about the reach and impact of the Ohio Union Activities Board, we don't have to settle for the tweets and Instagram posts that follow an event; that story begins when students first pick up their tickets.

Changes Resulting from Data Collection

Thus far, the data collected from ticket releases has resulted in a couple of new processes for our organization. With the collection of email addresses, we are able to follow up with attendees to send reminders about upcoming events and other OUAB programming opportunities. Personalized, targeted emails have contributed to increased attendance at events.

With the demographic report compiled by CSSL, OUAB was able to create an internal student position – data analytics director – to dedicate time to analyzing the report to produce a visual aid to show the demographics of our events and to reveal which audiences are not in attendance.

Collecting data and not having a plan on how to use the data is a common theme among many organizations. However, OUAB is making successful efforts to use data collected through our ticketing process to help inform programming decisions to best serve the Ohio State University-Columbus campus.

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Editor's Note: Articles written for the NACA® Leadership Fellows Series are crafted by participants in the NACA® Leadership Fellows Program, which serves as an opportunity for NACA® members of diverse backgrounds to become familiar with Association programs and professional development opportunities. For more information on the NACA® Leadership Fellows Program, visit <http://naca.ws/2sQCi06>.

Using Kotter's Eight Steps to Guide Program Boards through Change

By
SHELLY MORRIS MUMMA, Ph.D.
St. Norbert College (WI)

HOW OFTEN HAVE YOU SUGGESTED TRYING SOMETHING NEW

only to have students tell you, “This is how we’ve always done it”?

It happens frequently and not just with our program boards, but with all sorts of student groups and staff members. If you work with faculty, you may have heard this from them, too. We all know change can be difficult, but we may not have concrete ways of helping others embrace it.

In 1951, Lewin proposed change could happen in an organization through a process of unfreezing, changing and refreezing (Schedlitzki & Edwards, 2014). The process of unfreezing is how we prepare people to understand the need for change. Then, we implement the actual change and, finally, we provide the support necessary to ensure the change becomes permanent (refreezing). Evidently, leadership scholars have been considering how to help organizations change for quite some time.

More recently, Kotter (2012) recommended eight steps to follow for change to be successful in organizations (Schedlitzki & Edwards, 2014).

1 Create a sense of urgency; get people ready to move (Kotter, 2012).

This is much like the concept of “unfreezing.” Because we’re creatures of habit and we naturally gravitate toward what is comfortable, we must help others understand why they should change or accept change. You don’t just walk into a room and tell someone to get out of their chair without being able to tell them why it’s necessary.

2 Develop a guiding team that has trust and emotional commitment (Kotter, 2012).

Any time we can include others in deciding what type of change is necessary, we can get more people on board. Knowing who in the organization already has the trust of others and are committed to assisting with change can be extremely beneficial. If you can recruit people who’re already considered authentic and trustworthy, you won’t have

to build trust after you bring the group together. You can cultivate existing feelings with no need to start from the very beginning.

3 Have the guiding team create a vision and set of strategies for change (Kotter, 2012).

Rely on the team to create a vision and communicate it within your organization. In the Pixar film “A Bug’s Life,” Flik uses the circus bugs to create the vision for how the ants can fight the grasshoppers and to share that with the colony. Flik learned from previous experience that when he alone suggests change, it isn’t received well by the others. The colony trusts the circus bugs because they see them as warriors and accept their ideas much more readily than they would follow Flik.

4 Communicate the vision and strategies with the organization (Kotter, 2012).

The more open your communication is within the organization, the more smoothly change will occur. Without transparency, distrust is cultivated. We all want to know what’s happening and why when going through change.

5 Empower people to remove obstacles to those who are engaging with the vision (Kotter, 2012).

You must give power to those in the organization. This step might be the most difficult. When you and your guiding team suggest and communicate a vision and change for the organization, it will be virtually impossible for you to predict every single obstacle each person in the organization will encounter as they try to implement change.

That means you must trust the people in your organization enough to empower them to remove obstacles themselves. Allow them to be their own problem solvers.

This is what we work toward with our students. As advisors, we want them to know how to solve problems themselves, to become more independent. I've often lamented that once we get our students trained to this point, they graduate. But, that's our job.

6 Create short-term wins (Kotter, 2012).

When steps toward the vision or change go well, celebrate them. Communicate short-term wins with the whole organization. But be sure your plan has enough small steps that it allows for those short-term wins. That's part of why SMART (Haughey, 2014) goals work. They allow us to have short-term wins as we work toward a larger goal, celebrate our small victories and not become overwhelmed as we progress.

7 Keep momentum going (Kotter, 2012).

Allow short-term wins to snowball toward your larger goal. Once you get people moving and changing, keep it going. Once you stop, you must start again at the beginning.

8 Make change stick by nurturing a new culture (Kotter, 2012).

Encourage people in the organization to commit to the new culture you've envisioned with your team. This is much like Lewin's process of refreezing. Give positive feedback when others are supporting the change to encourage them to stick with it.

How Does This Work with a Program Board?

Perhaps you want to change your homecoming celebration. Why do you want to create this change? How do you create a sense of urgency? Is it about improving student engagement? Or, is it about alumni engagement, instead?

Discuss with your program board why you think homecoming needs to change. Don't tell them what you think they need to change, just explain why you think change is needed. If you can support your opinion with data from student surveys or evaluations, so much the better. Then, assemble a small group of people others trust to create a vision and strategies to pursue change with homecoming.

In assembling that team, consider your executive board officers, present and past homecoming chairs, alumni or a representative from your alumni office. If you have students who've been particularly involved with homecoming events, you might include some of them. Ultimately, you know best which stakeholders you should involve.

Let the team determine how homecoming should change. What events should be altered and how? Do you need different dates and times for events or an overhaul of the events themselves? Once they've developed a

plan, let them communicate it to the larger group. Again, the group will trust the guiding team's plan much more than it would yours. This is partially because they tend to trust other students more and partially because they're hearing ideas from a group instead of an individual. Since the team's members will hold varying viewpoints, it will be more likely they voice perspectives held by others in the larger group.

Empower your program board to remove obstacles they encounter in implementing change. The person in charge of a particular event will see or experience obstacles your guiding team may not have anticipated and will have their own ideas about solutions. Conversely, they may want ideas or suggestions for solutions from you or your guiding team, but let them make the decision (as much as you can – there may be some situations in which you need to intervene). This is where you can see a student develop problem-solving skills.

As you see that things are working, provide encouragement. Help students see they're experiencing short-term wins. If there are changes that aren't working, encourage your guiding team and your program board to make additional changes as needed. This is another point at which students can develop problem-solving skills.

At an event's conclusion, celebrate its success. At the end of all of the homecoming events, plan a bigger celebration. Be sure to celebrate those short-term wins in multiple ways to provide encouragement that is most meaningful for your group. Talk about successes before the whole group to encourage them, send an email or a note to their mailbox, and consider offering praise in some more public way – at an event in front of participants, in an all-student email, or something similar. This encouragement can help change stick by nurturing the new culture.

To keep momentum going, encourage the team to assess homecoming and have a conversation about whether they accomplished their vision. From there, encourage them to set goals for next year. If homecoming was just the first set of programs you wanted the program board to change, use this as the starting point to encourage the board to examine other major programs in a similar fashion.

Keep encouraging team members. It's the best way to make change stick. And if they had difficulties with the changes, don't let them quit. Trying a new program once is probably not enough.

Creating change can be discussed much more easily than actually making it happen. Often, people undergo a process similar to grief when they must relinquish an old reality to make way for something new. Be prepared for many conversations with students and staff. Sometimes, those who throw up roadblocks are the ones you don't even consider stakeholders in what you're doing. But, as with many things in life, something always comes up you couldn't possibly have predicted.

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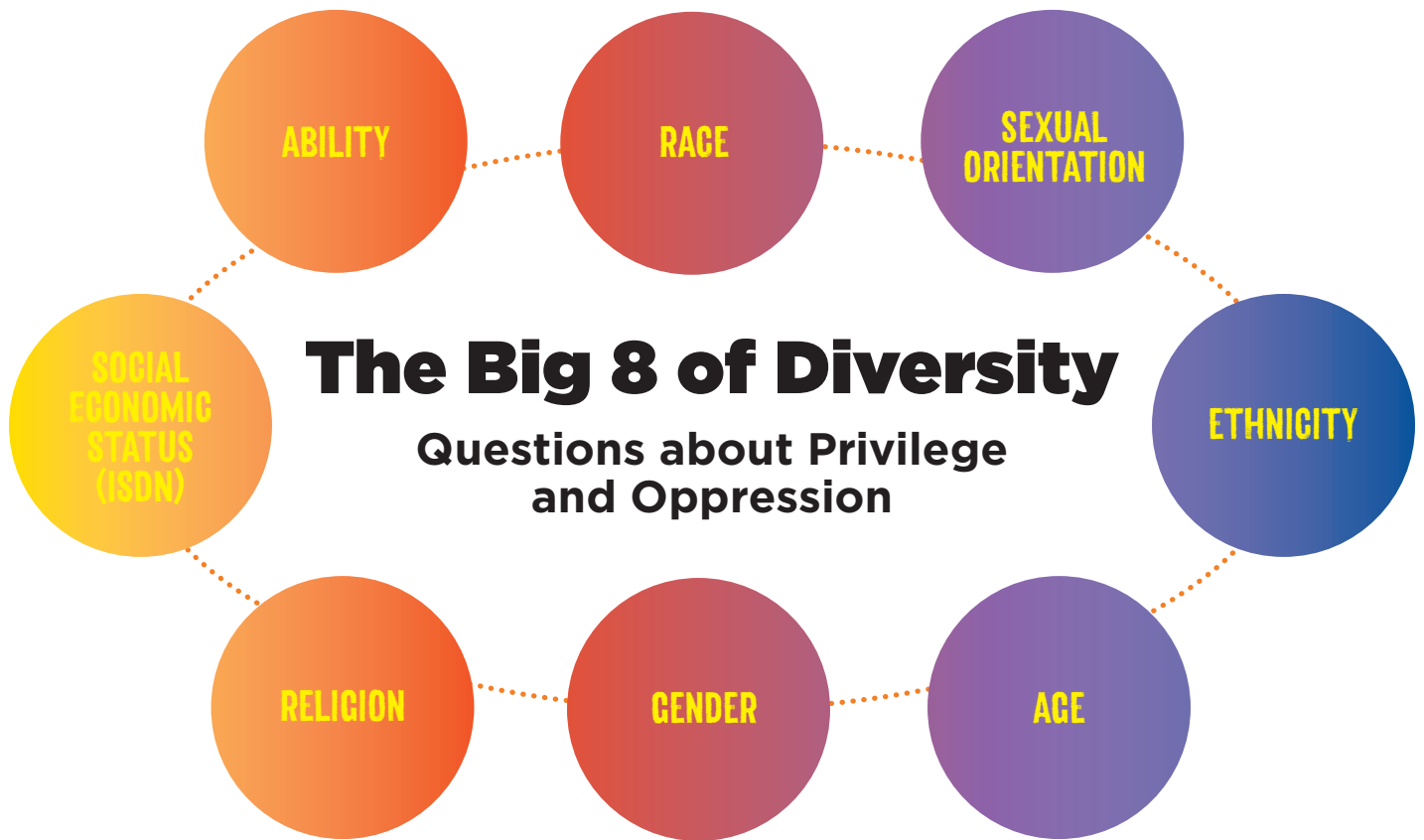
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By
KYONNA HENRY
Ripon College (WI)

HAVE YOU EVER HEARD OF THE BIG 8 IDENTITIES? These are identity groups to which we each belong that indicate how prone we might be to experience social privilege or oppression. Some identities are easier to see (like race or age), while others are internalized and are not always detectable by others (like a disability, socioeconomic status or education level).

The Big 8 Identities (or social identifiers) are:

- Ability
- Age
- Ethnicity
- Gender
- Race
- Religion
- Sexual Orientation
- Social Economic Status (Independent School Diversity Network)

Depending on how we experience the Big 8 Identities, we may also consequently experience oppression or, conversely, escape it. We know oppression through terms known as “isms.” When someone from a privileged group discriminates against someone with characteristics from the Big 8 Identities, they practice an “ism,” such as ageism, racism, sexism, etc.

A good way to understand this is to explore The Matrix of Oppression (<http://naca.ws/2tSk0b2>), which can be found in “Teaching for Diversity and Social Justice” (Adams). The Matrix presents a grid to cross reference social identity categories with privileged social groups, border social groups, targeted social groups and the “ism” that can result when these groups interact.

When considering the Big 8, what comes to mind? Do you think of the positive qualities that come with each category, such as breaking the glass ceiling with regard to gender or being a proud Muslim in America in the context of religion?

Or, do you consider the negative stigmas that can be associated with each category? For example, with respect to the race category, people who aren’t African American might ask why there is a Black History Month.

“When I think about the Big 8, I immediately think of three: race, ethnicity and gender. As a black woman, these aspects of my identity are key pieces that I value and appreciate most about myself. My heritage has instilled an undeniable strength within me,” said Kimberly Bellamy, manager of Industry Advising and Employer Development at George Mason University (VA).

Do you also consider the privilege you possess? While I may not have privilege by most people’s standards in the areas noted in the Matrix, I do have privilege in other areas of the Big 8, including social economic status, religion, sexual orientation and ability. But, because I am prone to define myself by areas in which I do not have privilege, I forget I don’t have to think about my areas of privilege because being heterosexual and Christian put me in the majority. While I am by no means rich, there is little I lack. And today, I am an able-bodied person and I certainly hope to remain that way for many years to come. In realizing this, I’ve become determined to not only advocate for myself, but also to be more intentional about advocating for others who do not share the same privileges as I.

“Earlier in my development, I thought race and gender shaped the way I saw the world. However, as I continue to work on my development, my privileged identities are the areas that have truly shaped the way in which I view and operate in the world. Lastly, I think this election made me think about identities that previously I didn’t

‘worry about,’ more specifically nationalization,” said Noura Allen, assistant director of Residence Life at the University of Mary Washington (VA).

Using the Big 8 for Personal and Group Development

What each of the eight identities has in common is the fact that each face evolving challenges and needs. On a shared platform, where all eight are heard, a common set of goals, a shared set of terms/language, and an alignment of high-level values needs to be in place to ensure that diversity can truly shine.

How often do you hear these identities mentioned? Do you see them in your syllabi? Do you see them in the constitution of your student organization?

On your campus, feel free to partner with the diversity or multicultural office for programs, lectures and fun activities. Some questions you can ask your programming board, and even yourself, to make sure you’re remaining aware of the Big 8 and addressing related needs are:

- How can our group help new students feel welcome and brave to be who they are at our institution?
- Are we doing at least one program a month that helps our attendees realize their privileges and, consequently, decrease oppressive behaviors?
- How are our new and veteran officers trained with regard to identity and appreciating diversity?

Erik Erickson once said, “In the social jungle of human existence, there is no feeling of being alive without a sense of identity” (BrainyQuote.com). Make sure you continue to educate yourself on your identity using the Big 8 Identities to enhance your own development, as well as to instill pride and enthusiasm in others to do the same.

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“
Depending on how we experience the Big 8 Identities, we may also consequently experience oppression or, conversely, escape it.”



ABOUT THE AUTHOR

Kyonna Henry is director of Multicultural Affairs at **Ripon College (WI)**, where she manages the Center for Diversity and Inclusion, advises all seven multicultural organizations, and plans diversity events and international initiatives. Her favorite times of the school year are International Month in November, as well as Martin Luther King Jr. Week, at the college. In her community, she is co-chair of Ripon Relay for Life, vice president of Ebony Vision (a non-profit organization serving African Americans in the community),

and does whatever she can to make her community a braver and safer place. She holds a bachelor’s degree in English education and a master’s degree in higher education administration, both from Old Dominion University (VA). She is married to Ronald Henry II and expecting their first child in November 2017.

THE NACA® SPOTLIGHT

MEMBER NEWS EVENTS SCHOLARSHIPS LEADERSHIP INSTITUTES VOLUNTEER OPPORTUNITIES

ASSOCIATE MEMBERS:

Regional Conferences Guide Is Here to Help You Have Your Best Season Ever!

Now's the time to plan your fall 2017 NACA® Regional Conferences Schedule! In fact, some deadlines for earlier conferences have already passed. Nevertheless, the 2017-2018 Regional Conferences guide (<http://naca.ws/1UzaVy7>) contains all you will need to know to plan your most successful fall regional conference season yet, so check it out today!

Please read and become familiar with all deadlines and fees listed on the NACA® website, as well as policies outlined in the NACA® Regional Conferences Guide. You'll be responsible for knowing and following policies. You're spending your money – understand where it's going and how the process works.



Have an E.P.I.C. Rest of the Summer!

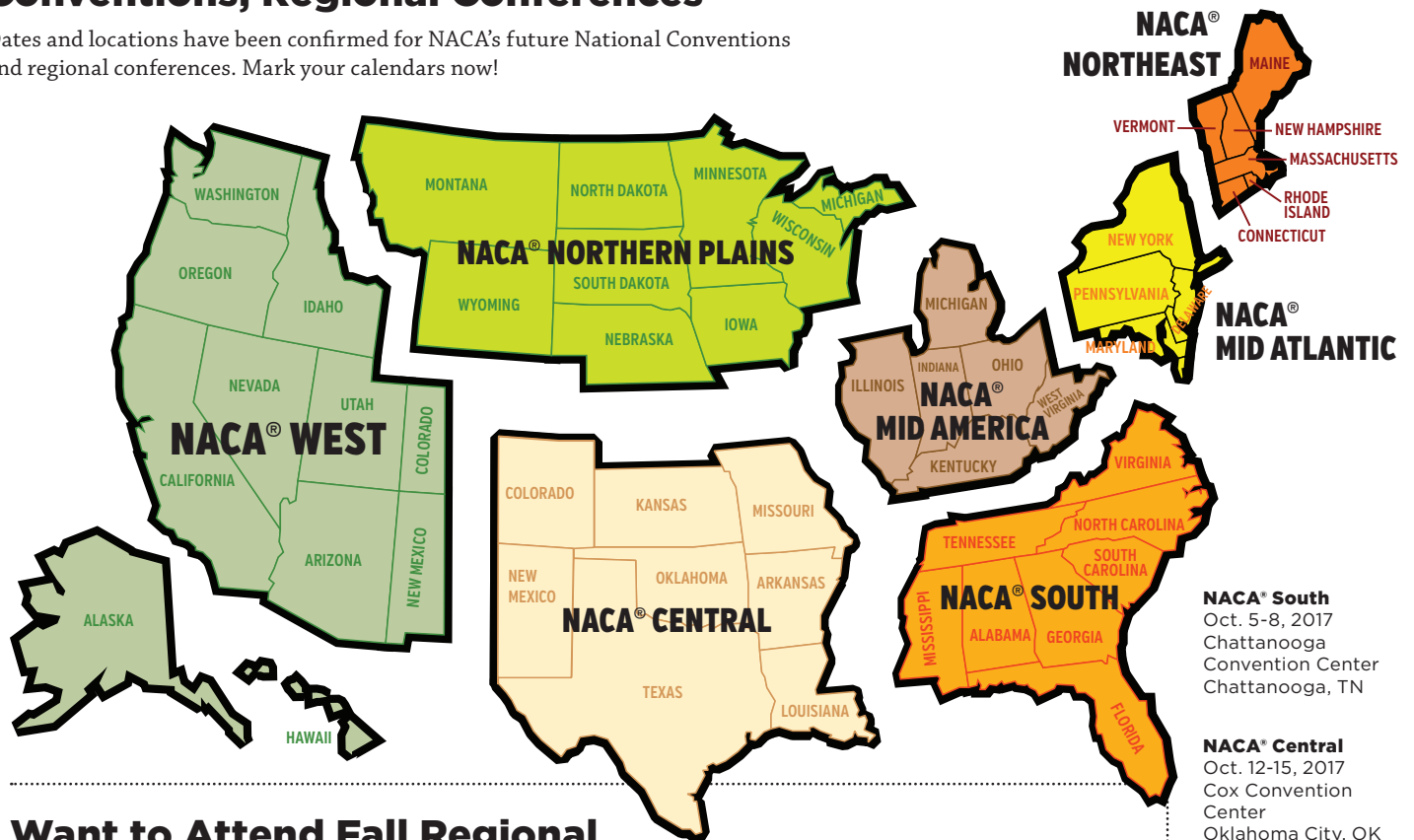
Take advantage of what's left of the summer to stay abreast of the latest trends in campus activities and beyond: engage in summer reading through the **E.P.I.C. Summer Reading List** (recommended reading from **Experienced Professionals In Campus Activities**)! Experienced professionals who have been active in NACA® and whose successful careers launched from campus activities offer their top picks for readings to inspire you professionally and personally.

Visit the E.P.I.C. Summer Reading List online (<http://naca.ws/28NUEoG>), where you can also peruse recommendations from **Dr. Jan Arminio**, **Dr. Gayle Spencer** and **Dr. beth triplett**. Follow their suggestions to learn more about the latest trends in campus activities and beyond! After you read a selection from the list, consider writing a review for an upcoming issue of *Campus Activities Programming*® magazine (<https://issuu.com/naca>) or submitting a proposal (<http://naca.ws/1X8Auqm>) for a roundtable discussion via webinar. Learn more at <http://naca.ws/28NUEoG>.



Dates, Locations for 2017-2018 Conventions, Regional Conferences

Dates and locations have been confirmed for NACA's future National Conventions and regional conferences. Mark your calendars now!



NACA® South
Oct. 5-8, 2017
Chattanooga
Convention Center
Chattanooga, TN

NACA® Central
Oct. 12-15, 2017
Cox Convention
Center
Oklahoma City, OK

NACA® Mid Atlantic
Oct. 19-22, 2017
Buffalo Niagara
Convention Center
Buffalo, NY

NACA® Mid America
Oct. 26-29, 2017
Northern Kentucky
Convention Center
Covington, KY

NACA® Northeast
Nov. 2-5, 2017
Connecticut
Convention Center
Hartford, CT

NACA® West
Nov. 9-12, 2017
Reno-Sparks
Convention Center
Reno, NV

NACA® Northern Plains
April 5-8, 2018
Saint Paul
RiverCentre
St. Paul, MN

NACA® National Convention
Feb. 17-21, 2018
Boston, MA

Want to Attend Fall Regional Conferences at Member Prices?

Then be sure your NACA® membership is current! Don't miss the chance to take advantage of all NACA® member benefits – members-only discounts on events, professional development opportunities, webinars, the NACA® Connect online community, the ENCORE digital library, research grants, leadership opportunities, timely communications and much, much more. Visit naca.org and log into your NACA® profile to renew online!



ASSOCIATE MEMBERS: Advertise in NACA® Publications

The 2017-2018 publication cycle is well under way for *Campus Activities Programming*®, so make sure you keep your agency's attractions, brand and message in front of thousands of eyes in upcoming issue of NACA's flagship publication, as well as in the 2018 NACA® National Convention and 2017 regional conference programs.

Advertising deadlines are set, so review 2017-2018 NACA® Advertising Opportunities (<http://naca.ws/2qJ6NAr>) and contact Bill Spilman (advertising@naca.org) today to get premium space! It's waiting for you on the inside front cover, inside back cover, back cover and in two-page spreads.



What Was the Most Important Event of 1982?

Was it the first use of the word "Internet?" The introduction of compact discs?

That TIME Magazine named the personal computer its Man of the Year?

Or, was it the creation of the NACA® Foundation?

The Foundation is 35 years old this year, so celebrate this milestone by donating \$35 to the 35 for 35 Campaign (<http://naca.ws/2p6nLre>). Thirty-five dollars was a lot of money in 1982, and it's still very helpful today in funding the Foundation's 29 scholarships and six research grants. Donate today!



Advertise in the NACA® Spotlight Electronic Newsletter

Would you like the opportunity to reach your core customers through the NACA® Spotlight electronic newsletter? If you have questions or are interested in learning more about how to feature your company in this weekly electronic publication, produced in partnership with MultiView, contact **Grant Connell**, Director of MultiBrief Advertising, at salesinquiries@multiview.com or call **469-420-2629** and request a media kit.



UPCOMING WEBINAR

Train the Trainer: Emergency Planning & Response for Campus Activities

Emergency preparedness and response on campus is a shared responsibility and this webinar, presented by **Dr. Joe Lizza** of **Stockton University (NJ)**, will provide those of you directly involved with campus activities the tools necessary to mitigate, prepare, respond and recover from a variety of situations. The webinar will explore the potential roles and responsibilities of campus activities professionals, as well as those that are delegated to senior university officials and first responders.

Lizza is assistant director for Campus Center Operations and programs at Stockton University, where his primary responsibility is management of the university's 154,000 square foot Campus Center.

Join us Aug. 10 at 2 PM EST for this webinar. While it is free to NACA® members, registration (<http://naca.ws/2sjfKnn>) is required. Questions? Contact Kayla Brennan at kaylab@naca.org.



Are You a New NACA® Volunteer?

If so, we're going to need a little information about you, including your contact information, headshot, a brief professional/volunteer bio, and any special accommodations you might require while participating in NACA® events. What's the best way to share this info with us? Just complete the Volunteer Information Request Form (<http://naca.ws/1WIsxYF>)! It's easy, takes only a few minutes and we won't have to pester you later when we need your bio, headshot or other information.

Questions? Contact **Laura Jeffcoat** at lauraj@naca.org.



Update Your NACA® Profile Today!

Do you have a new job title? Have you moved to a new institution? Do you have new professional responsibilities or interests? Then visit naca.org, click on the **My Profile** button in the upper right of the page and make any needed changes. Doing so not only keeps our records up to date, it also helps make sure you get the information, communications and connections that are so important to you as an NACA® member. Update today!

Looking for Some NACA® Swag?

Maybe an NACA® mug for your early-morning/late-night caffeine boost, a sweatshirt to lounge around in, or even a new shirt for your furry friend? The New NACA® Foundation store has it all! Check it out at www.cafepress.com/NACAFoundation for items bearing your favorite NACA® logos. The best part? You'll be providing funds for the Foundation's scholarships and research grants that help shape the future of campus activities?



“Connect” through These NACA® Member Benefits

Networking at regional and national events, professional development training and saving money through Block Booking have long been benefits of NACA® membership. Now, you have additional benefits that enhance the value of your membership and help you reach your professional development and volunteer goals.

NACA® Connect

Have a question about leadership, two-year institutions, student government or volunteering? Why not ask others who share your interests and responsibilities? Visit naca.org and click on the NACA® connect button in the upper right corner of the page to discover four communities available to you as NACA® members:

- Leadership Education
- NACA® Volunteer Central
- Student Government (Staff/Grad)
- Two-Year Institutions

Join one (or more) of these communities today to share knowledge and resources to make your work and volunteer activities more rewarding. It's your Association, your community: NACA® Connect today!

Amplify Your Experience!

You know the value of NACA® membership. Help spread the word to prospective school members and create a greater, stronger Association. More members mean more resources, more Block Booking opportunities, expanded professional development and more professional networking. Plus, when you participate in the Amplify referral program, you will have an opportunity to enjoy some great incentives. Visit naca.org/Amplify to learn more.



What's NEXT for Your Students?

NACA® NEXT (Navigating Employability and eXperience Tool) helps students prepare for their next step after graduation – their careers. It has been developed in response to a survey published annually by the National Association for Colleges and Employers (NACE), in which employers identify the skills they are seeking from recent college graduates.



This online tool allows students to evaluate themselves on the skills employers seek and provides them with suggestions for mastering these skills through their involvement in campus activities. As an added option, this tool allows them to have their advisors evaluate them on these same skills. For more information on this member benefit, visit naca.org/Members/Next and sign up your students today!

Job Opportunities from The Placement Exchange

NACA® partners with The Placement Exchange to promote job opportunities within the higher education field that are relevant to NACA® membership. Sign in at 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 theplacementexchange.org.



Outstanding Performance? ENCORE Is Ready for You!

Submit your resources associated with your officer retreat curriculum, officer training materials, and assessment plans to ENCORE (<http://naca.ws/1TKFJcS>) – make your knowledge and experience available to other NACA® members all year long. While you're there, find our webinars ready to watch on demand! ENCORE is a members-only benefit, so log in at naca.org, click on the Resources tab and choose ENCORE from the drop-down menu. Then, watch a tutorial video (naca.ws/20E7kOd) or click the Launch ENCORE button to begin. Questions? Contact Kayla Brennan at kaylab@naca.org.



Bedini Student Leader Awards Presented



D'Angelo

Maria D'Angelo, Marie Brai, Austin Gouveia, Taylor Herold and Kelly Ledwith are recipients of the 2016 Kenneth M. Bedini Student Leader Award, presented to outstanding student leaders in the NACA® Northeast Region.

D'Angelo earned a bachelor's degree this spring in occupational therapy from **Worcester State University (MA)** and plans to pursue a master's degree in her field. While in school, she served as the Student Center Student Manager and as a resident assistant. She also served as the Student Events Committee president and treasurer and was a member of the Student Occupational Therapy Association and the Campus Ambassadors.

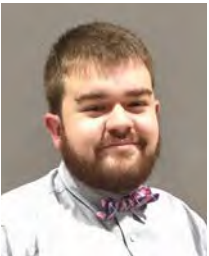
"As the oldest and first child to go to college, I am trying to make sure my education does not affect the ability for my parents to help my siblings or limit their options for schools any more than they have to be," D'Angelo said. "The funds from this award ... will help me and my siblings to be successful in the future."



Brai

Brai completed a bachelor's degree earlier this year in business administration, with a major in finance, at **Nichols College (MA)**. She served as vice president of the Social Programming Board and as president of the Campus Activities Board. She also served as the Student Center manager and was a camp counselor with the Housatonic Council Cub Scout Day Camp in Shelton, CT.

"I am honored to have been chosen to receive the Bedini award and even more thrilled that, along with this honor, comes a scholarship," Brai said. "I have a lot of student debt and hope to pay it off as quickly and efficiently as possible, but having these funds can really help me get a jump start on this process."



Gouveia

Gouveia, who was a senior this year studying biology and secondary education at **Bridgewater State University (MA)**, was an executive board member and vice president of programming for the Bridgewater Program Council. He assisted and advised nine programming executive board members and oversaw and assisted in planning more than 60 events each academic year.

"I never even considered getting involved until some friends dragged me to my first programming board meeting, and from then on my involvement has grown exponentially," Gouveia said. "Receiving the Kenneth M. Bedini Student Leader Award has been such an amazing gift and has shown me that even though my college path has been slightly unorthodox, it definitely is the one I am meant to be on."



Herold



Ledwith

Herold just completed a bachelor's degree in communication at **Eastern Connecticut State University**, where she served in the Office of Student Activities as an office manager, intern, special events coordinator, concert coordinator and weekend programs coordinator, in addition to other positions. She was also the Foundation Fundraiser Coordinator for NACA® Northeast, as well as a showcase stage crewmember.

"This scholarship will help me achieve my goal of a career in higher education," said Herold, who plans to pursue a master's degree. "I am incredibly passionate about the field of student affairs and am looking forward to furthering my education and moving forward in the field."

Kelly Ledwith, who completed a bachelor's degree in journalism at **Quinnipiac University (CT)**, was a Dean's List student who served in several positions on the Quinnipiac University Student Programming Board, most recently as its president. She also placed first in the 2013 Connecticut Drama Festival for directing the Ed Monk Play, "The Booby Trap."

"This scholarship will help me achieve my goal of working in the field of journalism," Ledwith said. "My experience in student activities has given me countless opportunities and leadership skills I will carry with me the rest of my life."

Don't Miss These Foundation Scholarship Opportunities!

The NACA® Foundation offers 29 scholarships (<http://naca.ws/1LtDAge>) and six research grants (<http://naca.ws/1W7yoHG>) to undergraduate and graduate students, student leaders, professional staff and associate members on an annual basis. Deadlines vary according to scholarship, so always check online (<http://naca.ws/1LtDAge>) to see when to apply.

Upcoming scholarship deadlines (<http://naca.ws/1LtDAge>):

NACA® Mid Atlantic Associate Member Professional Development Scholarship
Aug. 1

NACA® Mid Atlantic Higher Education Research Scholarship
Sept. 30

NACA® Central Markley Scholarship
Sept. 30

NACA® West Lori Rhett Memorial Scholarship
Sept. 30

Scholarships for Student Leaders Recipients Announced

Clayton Bond, Julia Huddy, Robert D. Lyons, Amanda M. Ouellette and **Micaela Procopio** are all recipients of the 2016 NACA® Foundation's Scholarships for Student Leaders.

Bond, who is pursuing a bachelor's degrees in business administration and communication studies at **Fontbonne University (MO)**, has been awarded the 2016 Public Media Incorporated/Films Incorporated Scholarship for Student Leaders.

Active in leadership and athletics, he has served as an orientation leader, a campus ambassador and an organization officer, in addition to coordinating a leadership program with the Disney Leadership Institute. He also competes in NCAA Division III track and field.

"Along with being a business administration and communication studies major, I am highly involved on my campus, leaving little time to focus on my finances," Bond said. "This scholarship helps to alleviate that burden."

Huddy, who is pursuing bachelor's degrees in mathematics and physics at **Dickinson College (PA)**, is the recipient of the NACA® Foundation's 2016 Thomas Matthews and Joseph Giampapa Scholarships for Student Leaders.

A leadership team member with Montgomery Service Leaders at Dickinson College, she is also an officer with Alpha Lambda Delta and variety chair for the Multi Organizational Board. She's a Dean's List student with a 3.7 GPA and is a John Montgomery Scholar (a merit scholarship).

"These scholarships will allow me to finish my undergraduate degrees and continue to graduate school without worrying about how I will pay for school," Huddy said. "They will help me fulfill my dream of becoming an engineer and working towards making the world a better place."

Lyons, who is pursuing a bachelor's degree in political science and public relations at **Simpson College (IA)**, is the recipient of the 2016 NACA® Central/NACA® Northern Plains Scholarship for Student Leaders. Lyons plans to pursue a master's degree in public administration and later work with large-scale non-profits or federal/state agencies.

While at Simpson College, he has served as class and student body president, founder and editor in chief of The Acorn student newspaper, and as a resident advisor.

"I'm extremely grateful to NACA and the Foundation's Scholarship Committee," said Lyons. "These funds will assist in paying my financial obligations to my undergraduate institution ... and will help me to better pursue and financially afford my graduate school education at American University in DC."

Amanda M. Ouellette, who is studying accounting and communications at **Bryant University (RI)**, has been awarded the 2016 NACA® Northeast Scholarship for Student Leaders.

Ouellette serves as a career advocate for the Bryant University Amica Center for Career Education, is vice president of development for the student programming board and is a student ambassador. She previously served as an orientation leader.

"This scholarship will help me immensely to keep pursuing my dreams at Bryant University," she said, adding it gives her "the opportunity to keep making an impact on campus through programming and student leadership."

Micaela Procopio, who is completing a bachelor's degree in history and minoring in museum studies and Jewish studies at **Michigan State University**, has been awarded the NACA® Central/NACA® Mid America Scholarship for Student Leaders. Procopio plans to pursue a master's degree in public history with a dual degree in archives management.

Procopio has volunteered for Michigan State's Alternative Spartan Breaks, which allowed her to become involved in immigration issues with the Border Angels non-profit. She was also a Michigan State University Museum docent, participated in the Caravan for Democracy Mission Trip to Israel and is a visitor services assistant for the Michigan Historical Museum. In addition, she founded the Michigan State University Historical Association.

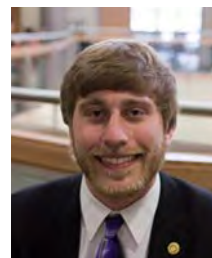
"This award helps me to obtain my advanced degree with less worries about financial needs," Procopio said. "The graduate schools I am waiting to hear from are all in major cities and the cost of living in each place is much higher than where I currently reside."



Bond



Huddy



Lyons



Ouellette



Procopio

You Can Support the NACA® Foundation at Any Time!

If you believe assisting students in professional and leadership development is important, offer your support to future professionals and leaders through the NACA® Foundation. At your convenience, contribute directly (<http://naca.ws/1k4P9CB>) to the NACA® Foundation online, where you can find a complete list (<http://naca.ws/1k4P9CB>) of scholarship support opportunities.



O'Brien

O'Brien Receives Fahey Graduate Assistant Award

Erin O'Brien is the recipient of the **2016 M. Kevin Fahey Graduate Assistant Award**, which is presented to a graduate student in the NACA® Northeast Region who has made a significant contribution to their institution or to NACA.

O'Brien completed a master's degree in higher education administration this July at New England College (NH), where she served as a graduate assistant for the Office of Student Involvement. She also managed the Last Chapter Pub through the Office of Student Involvement at Southern New Hampshire University and was involved with The Conference Center at Bentley University (MA), where she worked with campus conference functions. She was president and treasurer of the Hospitality Students Association while an undergraduate.

"I will be using the scholarship to further enhance my professional development [and] network with others who are in the higher education field," said O'Brien, adding the scholarship would assist her in purchasing her textbooks so she can continue to reference them upon entering the workforce.



Stovall

Stovall Awarded Multicultural Professional Development Grant

Jerrica Stovall, Assistant Director for Activities & Programs in the Department of Student Life & Engagement at the University of South Florida-St. Petersburg, is the recipient of the **2017 NACA® Foundation's Multicultural Professional Development Grant**, presented to qualified under-represented programmers, allowing them to attend NACA-sponsored events.

Stovall provides vision, leadership and supervision to the programming team within the Department of Student Life & Engagement and is the lead advisor for the Harborside Activities Board. She's been involved in NACA on the regional and national levels, having been an NACA® Leadership Fellows Mentor, the NACA® Programming Basics Institute Coordinator and more.

"Professional Development is essential and my objectives are multifaceted," Stovall said. "They include networking, staying abreast of best practices and current trends in campus activities, giving back to the Association by way of intentional involvement, introducing new students and staff members to the Association, and continuously brainstorming and creating opportunities to infuse diversity and inclusion throughout the Association."



Warchol

Warchol Awarded McDermott/Delaney Staff Programmer Award

Annie Warchol was awarded the NACA® Northeast Region's **2016 Maureen McDermott/Michelle Delaney Staff Programmer Award**, which honors an individual who best exemplifies outstanding achievement in the field of student affairs.

Warchol is director/assistant director of Student Activities and the Campus Union at Springfield College (MA), where she works in advising, supervision, program development and administration. She's been involved in NACA since 2005 and is also affiliated with the National Association of Student Personnel Administrators, the American College Personnel Association and the National Orientation Directors Association.

"I'm blessed to have found a job where I truly feel I can make a difference on a daily basis, but the best part of my job is the numerous things my grad students, former students, current students and colleagues have taught me through the years," said Warchol.

Balestracci Receives Ross Award

Tom Balestracci, assistant director in the Office of Student Involvement at Southern New Hampshire University, received the **2016 David A. Ross New Professional Award** from the NACA® Northeast Region.

He has held a number of volunteer positions for NACA® Northeast, including having served as its Social Media Coordinator, as a member of the CAMP Staff and as a Graduate Intern. As an undergraduate at Eastern Connecticut State University, he was Sports and Recreation Coordinator, Communications and Media Coordinator and a Student Orientation Counselor. He is also affiliated with the National Association of Student Personnel Administrators and the National Orientation Directors Association.

"I love working with my students, and seeing them develop and grow is amazing to me," Balestracci said. "I have learned so much from my colleagues over this past year that I would not be who I am today without their guidance and support. I will use the scholarship to keep furthering my professional development as a student affairs educator so I can provide for my students more than I do now."



Balestracci



Show What You Know: Present Educational Programs at 2018 Convention!

Your experience and knowledge are valuable to your peers and you have the opportunity to show them what you know at the **NACA® 2018 National Convention**. The deadline to submit is Sept. 1!

- Have you perfected a programming board evaluation process?
- Have you succeeded with an innovative program on your campus?
- Maybe you've completed research on a topic of interest to campus activities professionals,

or you are using a phone app to engage with students during a program.

Submit an educational program proposal for the National Convention today. You may also submit to present at the NACA® Northern Plains Regional Conference (Nov. 3 deadline)! There are engaging new formats from which to choose, too.

Learn more online (<http://naca.ws/1X8Auqm>), where you can also find information about the proposal submission process and see specific submission deadlines. Questions? Contact Kayla Brennan at kaylab@naca.org.

MEMBER NEWS

Lizza Earns Ed.D.

Joseph P. Lizza, assistant director of Campus Center Operations and Programs at **Stockton University (NJ)**, has earned a doctorate (Ed.D.) in educational leadership from Rowan University (NJ). His doctoral dissertation was titled, "A Qualitative Case Study of the Congruence between Fraternal Organizations' and Members' Values, Principles, and Standards."

"My doctoral education has been an incredible journey of knowledge, understanding, and the strength to persevere," Lizza said. "Throughout this time, I have been fortunate to have engaging faculty and dedicated family and colleagues who have helped me achieve this goal."

Lizza, who currently serves on the NACA® Board of Directors, is a long-time NACA® volunteer who has also written a number of articles for *Campus Activities Programming*®.



Do You Have News to Share?

Got a promotion? Won an award? Got married? Had a child? Tell us all about it! Contact Glenn Farr at glennf@naca.org with your latest news!

SCSAE Honors NACA® Campus Activities Programming®, Marketing Efforts

During awards ceremonies on Monday, June 5, the **South Carolina Society of Association Executives (SCSAE)** honored NACA's publication and marketing efforts with Best in the Business Awards for 2017:



How Was Your Institute Experience?

Did you have fun learning and networking during your 2017 NACA® Institute experience this summer? Then tell us all about it! Send your pictures (highest resolution available) and brief comments to Glenn Farr at glennf@naca.org. Then look for your photos and comments in future issues of *Campus Activities Programming*® and The NACA® Spotlight!



Welcome New NACA® Members

NACA welcomes these new members, for the period April 11, to June 19, 2017.

SCHOOL MEMBERS

Albany College of Pharmacy and Health Sciences (NY)
Blue Ridge CTC (WV)
Bowie State University (MD)
Cleveland State University (OH)
Coastal Carolina University (SC)
Dillard University (LA)
Gonzaga University (WA)
Harford Community College (MD)
Indiana University Northwest
Loyola University Maryland
Oakwood University (AL)
Proctor Academy (NH)
University of California, Riverside
Washington State University
York Technical College (SC)

Regional General

ATEI, Inc. (CA)
AZ Bounce Pro (AZ)
Christ on a Bike featuring Bloody Funk Nasty (CA)
Elevated Talent Group (TN)
Interaction Inc. (IN)
LJ Events (PA)
Mixed Company, LLC (IL)
The Fun Ones (IL)

Regional Self-Represented or Solo Artist

16 OS (GA)
Actour & Script, LLC (GA)
Andy Cook Music (MN)
Beautiful And (GA)
Billy Campbell Music (TN)
Chemradery (FL)
Eastern Heights Music (MO)
Eric Burgett (TN)
Few Miles South (GA)
Freedom Speaks Ink (GA)
Gammage Enterprize (SC)
Garbo Dreams (NY)
Genuine Republic Enterprises, Inc. (NJ)
Inner Evolution Records (FL)
Jessica Domingo (WA)
Kai Roberts (PA)
Kevin Klatman (CO)
KOZM (CA)
Lions Roar (NY)
Master of the Mind (FL)
MindSurfin dot com (NV)
Monica LaPlante (MN)
Scotty Mac (NY)
Suzann Christine (PA)
Tank Sinatra, Inc. (NY)
Vasu Primlani (PA)

ASSOCIATE MEMBERS

National General

2 Funny Entertainment (CA)
AMPS International LLC (FL)
Clean Comedy Link (NJ)
Creative Direction Artist Management (PA)
Encante Entertainment, Inc. (MT)
Four Kings Productions (NY)
The Concert Manager (PA)
Universal Attractions (NY)

National Self-Represented or Solo Artist

Bill Coon: Professional Speaker (WI)
Charlie Wheeler Band (PA)
Foster Russell Family Foundation (TX)
Harlem Globetrotters (NY)
JokeWork (GA)
Keys Gerald Records LLC (MI)
MD and Cobalt Blue (TN)
PostSecret (CA)
Sex Discussed Here! (NY)
Thomas Triomphe Records (TX)

NACA® LEADERSHIP

2017-2018 NACA® Board of Directors



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Lucy Croft
*University of
North Florida*



IMMEDIATE
PAST CHAIR
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Linfield College (OR)



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*Stockton University
(NJ)*



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2017-2018 NACA® Program Leaders



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NACA® MID
AMERICA
Allyson Crust
*Maryville University
of Saint Louis (MO)*



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*Washington State
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RCPC
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*Cascadia
College (WA)*



BOARD LIAISON,
NCPC
Ebony Ramsey
*Florida Southern
College*



NACA® NATIONAL
CONVENTION
PROGRAM
COMMITTEE CHAIR
**Courtney
James**
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NACA® Strategic Plan

Vision

The **National Association for Campus Activities** will be the recognized leader in higher education for providing the knowledge, ideas and resources to promote student learning through engagement in campus life.



The Board of Directors approved the following two goals to guide the Association during the next three years as it moves toward achieving its vision.

Goal: Advisor Development

Establish NACA as the premier professional association for those who directly advise students engaged in campus activities.

Those with direct advising responsibilities were identified as the target population for this plan. **Equipping advisors with relevant tools, resources and networks** will allow advisors to have a greater impact on student learning, NACA engagement and campus programming—both now and throughout their future work in student affairs.

- Develop a model rooted in sound research and practice that supports seamless learning across all professional development offerings.
- Offer a comprehensive set of tools and resources that focus on programming and student organization advisors.
- Enhance opportunities and resources for graduate students to prepare them for their professional roles as advisors.
- Equip advisors to impact social justice through programming by providing the means to advocate for diversity and inclusion.
- Create local, affordable opportunities to facilitate community and encourage professional staff engagement.
- Expand opportunities for members to connect based upon their professional identities.



Goal: Membership Growth and Engagement

Stimulate membership growth and engagement by acting with intention, nimbleness and responsiveness in all endeavors.

The second focus, on **membership engagement**, will frame how the Association conducts its interactions and ensures its offerings provide value to members. The objectives in this theme will solidify the NACA role as a leader in linking learning through campus activities with the entertainment industry.



- Develop a customized, interactive digital platform to encourage members to find resources, do business and engage with the association 24/7/365.
- Reengineer the convention and conference experience to maximize value and engagement.
- Leverage partnerships/collaborations to create new opportunities that advance the NACA mission.

2017 ► 2018 ► 2019 ► 2020

10 QUESTIONS WITH ...

Samuel Frushour

Assistant Director for
Campus Activities & Programming
Shippensburg University (PA)



1 Leadership/management book you are currently reading?

"Radical Candor: Be a Kick-Ass Boss Without Losing your Humanity" by Kim Scott. I have struggled with the balance of "care personally" and "challenge directly" – and this book opened my eyes to easy ways in which I can do both and make my work relationships much stronger. Highly recommend for all supervisors, not just new ones.

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

One of our Homecoming Royalty candidates this past year hosted a spa night on campus to fundraise for our campus philanthropy. He brought in nail technicians, hair stylists and massage therapists – the works. I was highly concerned his income wouldn't surpass his expenses. I was amazed to learn he really knew how to plan an event, and he generated a surprising amount of income for the philanthropy. I'm excited to work with him as my new supervisee this year.

3 Favorite campus program in your entire career and why?

My first event as a first-year student at Mount St. Mary's University (MD). Our programming board hosted a luau-themed senior send-off in a remote field off campus. We were a completely new board with new advisors, and that night was all about making it work. We had tiki torches explode, a dance floor that crumbled, and senior female students stealing parts of our centerpieces to wear in their hair. We made it through as a team, and we still laugh at those memories to this day.

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

- **Tissues** for frequent sneezes and occasional tears.
- **Aromatherapy hand lotion** to relax during a busy day.
- My **watering can**. My office has 13 plants!

5 Best teaching tool for your students?

Peer review reports. Each semester, we complete a 360-degree evaluation for all board members. Although they receive the feedback candidly throughout the year, these assessments help student leaders understand growth areas and track their progress.

6 Technology that most benefits you at work?

Although I would never remember a meeting or task without my phone's calendars and reminders, online ticketing has made my job so much easier. We completed our transition to online ticket sales this past year, eliminating 30-60 minutes spent each day correcting cash drawer errors. This extra time is now focused on implementing new projects my office couldn't dream of two years ago.

7 Most challenging aspect of your job?

My need for new challenges. I am a learner at heart and become less passionate with an activity if I master it. My supervisor works with me to keep me on my toes with new projects and allows me the space to have new experiences.

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

Understand who you are and your goals in life, knowing that both may change with time. Now that I have purchased my first home and am planning a wedding, my life priorities have altered since leaving grad school. I still feel very productive at work, but I have other sources of happiness now to which I want to give my attention. Speaking candidly with my supervisor allows her to understand the changes, too, and how to best support me to achieve my goals in and out of the office.

9 Best programming advice you've ever received?

The advice is more of a question, asked of me by my advisor in undergrad, and which I now ask my advisees: "What makes this event an APB event?" We're asking ourselves what makes an event different from that any other group, university or company could do. There should be key details in an event or trip that make it unique to your brand as a programming board so attendees will immediately know and remember who produced it.

10 Something unique about your programming board?

My student leaders treat me with little difference in comparison to their peers (which I encourage). When I bring up ideas in board meetings, they do not accept them as decrees. Rather, they discuss my proposals as they would anyone else's and come to a decision with me that's always better than my original thought. They give me feedback on my work and advising techniques, wanting me to grow with them so that each year our operations become stronger.

"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 Glenn Farr at glennf@naca.org.

CURTAIN CALL

Failure: The Pathway to Success



**MARK
NIZER**

YES, I AM ONE OF THE WORLD'S BIGGEST LOSERS.

I lost the International Juggling Championships four times. Yet I never felt like I lost. Each time I was happy with the improvement in my result, moving from 13th place in 1979, to 12th, to ninth, to second and finally winning first place in 1990.

Don't get me wrong: I wanted to win each time. I would practice all year in preparation and I could see my glorious victory unfolding in front of me – until I marched on stage and began my slow descent into failure.

The first time I competed, I assumed I was the greatest juggler in the world. I had never been to a juggling competition, had never seen what I was up against and had no idea what I was doing. I WORE FULL CLOWN MAKEUP!!!!

I think having no idea what I was doing was an advantage. No one in their right mind would risk the kind of raw, terrifying exposure that juggling in front of an audience of your peers can bring. I think perhaps my greatest asset was the fact I had the balls (both figuratively and literally) to show up and walk on that stage. I have no idea where that came from, but it is a true superpower. In my case, I call it being oblivious. Obliviousman™ would be my name. My costume would have a giant “?” on it.

In today's world of reality TV, where you get 30 seconds to show your stuff, we have become numb to what it takes to put yourself out there. We can jump on YouTube and see people (and cats) do the most amazing things, each caught on camera, either by luck or after doing something hundreds of times until it “worked.”

Well, performing a nine-minute juggling act where every second gives you many opportunities to fail really makes you feel the pressure. When you march out there, your body and arms fall apart. Nerves, stage fright and adrenaline sweep in and take over the brain. Years later, I learned this truth: You have to learn every trick twice; once in practice and once on stage.

The first stage show I was in, the production manager wanted to fire me. He claimed I was dropping on purpose to prove I could still do well even while dropping. This was so insane to me. I was trying the hardest I could every time I walked out there. “DO NOT DROP!” he commanded. That just led to a nightmare scenario of me trying too hard and dropping even more. He told me I would be fired at the end of the week.

As luck would have it, press night was that week and they loved my act. He was fired and I was redeemed. However, the mental torture he put me through has helped me very much in my constant struggle for unattainable perfection.

When I finally won the juggling championships, I didn't care, and that is why I won. After my most recent previous loss, I left the competition world for six years and worked. I performed 12 shows six days a week. I had learned the tricks I used to practice from competitions the second time on stage. I was familiar with the lights, I learned to control the adrenaline of live performance, to win my battle with self-doubt and manage the mental chess game of completing complex tricks while trying to relax and enjoy myself. All the things I couldn't practice in the gym I had learned the only way you can – by going out every night and trying again, failing again and trying one more time.

So go out and fail. Put yourself out there. Try something you know scares you. Make mistakes. Failure is a pathway to success. Without failure, there is no motivation to try to do better.

MARK NIZER, a long-time NACA® member, is an award-winning juggler and comedian who incorporates 3D technology into his performances. He is represented in NACA by DCA Productions (dcaproductions.com). For more information, visit nizer.com or contact him at mark@nizer.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.

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