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VOL. 52 ▶ NO. 2 ▶ JULY/AUGUST 2019



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TO BUSINESS!**

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Like a Pro**

Contract Basics 101

**Showcase Selection:
Mystery Solved**

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Looking back as we
move forward to
Denver in 2020



In 1998, the National Association for Campus Activities presented a slate of “Summer Workshops” offering educational opportunities on leadership and programming topics. Those workshops have evolved into NACA’s popular Institutes, which continue to offer education and networking for participants. The **Contemporary Concert Management Workshop**, held June 18–21, 1998 at Vanderbilt University (TN) gave participants opportunities to meet celebrities, including **Semisonic lead singer Dan Wilson** (*third from right in photo*). For more NACA memories, turn to Page 18.

Submit News to NACA® Spotlight

Has something significant happened in your career or personal life? Share it with your peers in the NACA® Spotlight, our weekly electronic newsletter. Send your information and photos to Glenn Farr at glennf@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? Log in to naca.org, click on your name 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 important to you.

Review Acts in NACA® 24/7

Have you checked out NACA® 24/7? How about offering a review of an act you’ve recently booked on campus? Your opinion matters to other schools, so log in, find the artist’s profile, and tell us what you think!
naca.org/NACA247

Cover photo: Robert Levy

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NACA® CORE VALUES

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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Becky Riopel



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DEPARTMENTS

- 4 From the Editor**
Glenn Farr
- 5 From the Chair**
Becky Riopel
- 18 NACA® Spotlight**
News for and about you and the Association
- 24 10 Questions With ...**
Amanda Rae Koslow, The University of North Carolina at Greensboro
- C3 Curtain Call**
Jason LeVasseur

FEATURES

2019 REGIONAL CONFERENCE PREPARATION

- 6 Let's Get Down to Business**
How to Work the Campus Activities Marketplace Like a Pro!
Naomi Ishihara & Mark Miller
- 8 Contract Basics 101**
Precise Details Ensure Campus Programming Success
Greg Diekroeger
- 10 Mystery Solved**
An In-Depth Look at the NACA Showcase Selection Process
Rich Ramos
- 12 Regional Conference Fast Facts**

PROGRAMMING BOARDS & EVENT PLANNING

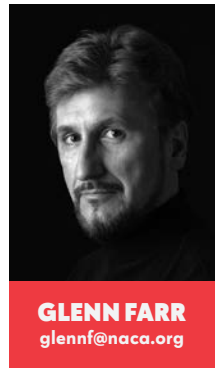
- 14 Three Critical Actions to Create an Effective Programming Board**
Cateatra D. Mallard, M.A.
- 16 A Universal Welcome**
Helping Students Consider Diversity & Inclusion When Planning Events
Yabsera "Yabi" Demissie & Danielle McCalla

NACA® PROGRAMS & SERVICES

- 23 NACA® 24/7**
- C4 NACA® App**
- 1 NACA® Core Values**
- 15 NACA® Foundation Scholarships**
- 21 NACA® Institutes**
- 15 NACA® Internships**
- C4 Regional Conference Partnerships**
- C4 Women's Leadership Institute**



Preparing for NACA's 60th: What Do You Remember?



IN ABOUT SIX MONTHS, the National Association for Campus Activities will begin its 60th anniversary observance. And this September, I will mark my 30th anniversary with the Association. Consequently, half of NACA's history is also part of mine.

Fellow staff members often ask me if I remember some aspect of NACA's history. Many times, I can recall details of the event in question, citing chapter and verse. Sometimes, their queries have involved something "above my pay grade." At other times, they involved something that occurred before I joined the staff.

Regardless, there is much I do remember, and as we prepare for NACA's 60th celebration, I've been reminiscing:

- In 1990, NACA left its leased office space on the opposite side of Columbia for its very own headquarters at 13 Harbison Way. It was an exciting move for Association members and Office staff, alike.
- In the early 1990s, NACA® Office staff relinquished a mainframe computer system with black screens bearing orange letters for our first graphical user interface system – a PC network with Windows 3.1.1 software we operated via 13-inch, full-color screens. That's certainly primitive compared to the combination of PCs and Macs we now use, but at the time, we were thrilled.
- At about the same time, the Association made its first foray onto the Internet, starting with a BBS (bulletin board system) here at the Office, then temporarily working with the University of South Carolina for Internet access before acquiring our own connection a short time later.
- The early and mid 1990s also saw our Marketing & Communications Department take its first steps into desktop publishing, using applications such as PageMaker and Quark to create a variety of published pieces, including Campus Activities Programming®. Twenty-something years later, our published products are increasingly becoming electronic.

- Outside the Office, the early 1990s saw the annual National Convention, which will be reimagined in 2020 as NACA® Live, decreased from five days to four, in part to reduce the amount of time students were away from classes.
- In 2002, the Association announced a new regional structure, reorganizing itself from 11 regions of disparate sizes to seven with more equitable boundaries and structures.

These are highlights of what I remember. As we continue to prepare for NACA's 60th anniversary, we'd like to know what you remember. Please share:

- Your most memorable NACA story,
- How many years you've been attending NACA events and why,
- Vintage photos or NACA keepsakes, or
- Birthday wishes for the Association.

We'd also like to honor some of NACA's "Superstar Volunteers," who will be featured in 2020 issues of Campus Activities Programming®. Nominate someone who:

- Has attained outstanding volunteer accomplishments,
- Has tireless energy,
- Is dedicated beyond the call of duty,
- Has positively impacted others in the Association through their involvement, or
- Has helped steer the Association in a positive direction.

As you explore the trove of your own NACA memories, send your stories, your photos and your nominations to me at glennf@naca.org. We'll share them in print and digitally so everyone can fondly remember the many people and events that have helped NACA reach six decades. ■

Has Anyone Seen Summer?



I MUST HAVE BLINKED AND MISSED IT. I hope you were able (or will still have the opportunity) to pause from the chaos of planning a new academic/programming year and enjoy some time away from campus/office life.

Rejuvenation is critical. I know I'm not always good at setting aside time for it, but I've made it more of a priority the more "seasoned" a professional I've become. I'm at my best when I step away from work and give my brain a chance to disconnect from the hectic energy that often surrounds the academic year.

Things become clearer for me when I'm able to give my brain a break. You know when you're in the shower or driving your car and suddenly you have that one really great idea or reach a solution to a problem with which you've been struggling? Summer breaks can accomplish this for me, giving me the opportunity to consider the coming year and set goals with a fresh perspective.

The NACA® Board of Directors had its first meeting with its newly elected members this summer and it turned out to be a great opportunity to connect as a team, determine what will deserve our focus and set ourselves up to support the initiatives we're pursuing to increase and improve our engagement with membership. Communication is key and I'm excited to continue to share the Association's achievements during the coming months, especially as they pertain to online resources and live events.

While our campuses gear up to begin the year, so do our NACA Office staff and volunteers. Planning is well underway for our fall regional conference season. I'm always excited to see the consistent member engagement across the country combined with the uniqueness that makes each region special. This issue of Campus Activities Programming® includes articles and other information that should help prepare you and your delegation to make the most of the conference experience. It's never too early to start planning for getting down to business, and in this issue, our writers cover everything from understanding contracts and riders and showcase selection to how the Campus Activities Marketplace works.

So, please make the most of what's left of summer, balance relaxation with preparation, and share your accomplishments with us on social media. Let us help celebrate you and the incredible work you continue to do! ■





LET'S GET DOWN TO BUSINESS

How to Work the Campus Activities Marketplace Like a Pro!

TAKING YOUR FIRST STEP INTO THE CAMPUS ACTIVITIES MARKETPLACE at a National Association for Campus Activities conference gives you a buzz you may find invigorating or intimidating. Either way, you don't want it to get in the way of getting business done. Our goal is to help you navigate the Marketplace like a pro, knowing what you want and how to find it, with these practical tips.

Pro Tip #1: Know what you want.

A NACA event gives you excellent opportunities to get new ideas. However, if you arrive with only a blank slate, two things are guaranteed:

1. You'll miss a lot of amazing opportunities to get the acts you want when you want them, as well as saving money on bookings.
2. Consequently, it will take you weeks of work and dozens of phone calls and emails to accomplish what you could have done in three days.

At a minimum, your team should prepare these items at least three weeks in advance:

1. A list of the types of acts and novelties you need;
2. A calendar of campus events, including dates you shouldn't schedule events due to big games or holidays;
3. A list of venue spaces available on those dates; and
4. Your budget for each event.

Collect promotional items provided by associate members who offer everything from pens and slap bracelets to airbrushed T-shirts. However, don't grab and go. Talk to associates about their talent rosters and services. The items they provide are samples (and cost them money to procure). Remember: They have much more to offer your campus than trinkets.

Pro Tip #2: Take control of the conversation with scripts.

If an agent asks a school delegate, "What are you here looking for?", the response will likely be "a little bit of everything." How will the agent respond? They'll tell you about EVERYTHING on their roster, even when you don't need to know about their inflatable penguins, the '80s retro polka band that does Taylor Swift covers, or their elephant-petting zoo.



The best way to have meaningful conversations with agents (and make the most of your time and energy) is to use this easy script:

"Hi, I'm *[your name]*, the *[your position on your board or at your institution]* at *[your school name]* in *[city and state]*. We're planning a *[describe the kind of event you're planning]* and are looking for *[specific type of act or service you need for your event]*. Our budget is *[budget for the event, which is optional but helpful]*. Do you have any acts that we should consider?"

The agent now knows exactly what you're seeking and can show you their best options, or tell you they don't provide what you need and direct you to someone who does. Have everyone in your delegation complete the script and practice it several times on each other.

Pro Tip #3: Explore.

Did you know an act can showcase only every other year at a NACA conference? Just because an act doesn't showcase doesn't mean they're a lower quality act. In 2018, for example, Brave Enough Artist Agency submitted 22 different acts for showcase slots and 18 were selected to showcase or as alternates for at least one conference. However, the agency never had more than three artists showcase at the same conference. That means it represented 15 showcasing acts that year that school talent buyers didn't see perform. So, use your script to discover those hidden gems represented by all the agencies in the Marketplace. They might be just what you want.

Marketplace participants – schools and associates – arrive with varying levels of experience in the Association. Accordingly, there are acts (and agencies) just as new to the Marketplace as you might be. But they're just as excited and talented as the more seasoned associate members. Give them a chance. Share genuine conversations and build relationships.

Pro Tip #4: Make a graceful exit.

You have the power to say no, and you should use it.

Engage with every booth. Use your introduction script to swiftly guide you in discovering new programming possibilities. But, if you ever feel stuck or the agent doesn't have what you're seeking, here's a script to help you politely leave in under 10 seconds:

"Hey, so sorry to interrupt, but while this looks terrific, it's not what I'm looking for right now. I don't want to steal you away from the people who need to talk with you. It was very nice meeting you. Thank you for your time!"

And then you're free to discover more in the Marketplace.

Pro Tip #5: Have fun! Your job rocks!

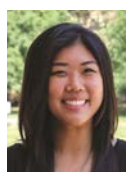
The beauty of the Marketplace is that school talent buyers can choose from a broad range of acts and services. It's a great opportunity to discover acts your organization, or another on your campus, might like. Whether your delegation is comprised of one or 10 students, be sure to truly listen to your peers when deciding what to book.

You might be surprised how creative agents can be in aligning their acts with your programming needs. If you're interested in bringing a certain act to campus but aren't sure of the fit, discuss it with the act or agent. Sometimes, it takes only a creative, honest conversation to discover a juggler actually can host your battle of the bands event.

Bonus Pro Tip

It's always a proud moment for an advisor when an associate recognizes your institution because one of your students had a meaningful, thoughtful conversation with them. Time in the Marketplace is crucial for building professional connections. Have your delegates review the Marketplace map and assign booths so each of them is responsible for introducing themselves to associate members. This also allows your team to cover more ground in a shorter amount of time. Do this during the first Marketplace session. Then, your delegates can further explore the Marketplace on their own. ■

Did you know an act can showcase only every other year at a NACA conference? Just because an act doesn't showcase doesn't mean they're a lower quality act.



ABOUT THE AUTHORS

Naomi Ishihara is a program coordinator for student involvement at **Maryville University of St. Louis (MO)**, where she advises the Campus Activities Board. She is the Showcase Selection Coordinator for NACA® Mid America and served as the Campus Activities Marketplace Coordinator for the region in 2018. She holds a bachelor's degree in community health education and a master's degree in college student personnel administration, both from Illinois State University.



Mark Miller is founder and director of **Brave Enough Artist Agency (TN)**, which was named the APCA Midwest Agency of the Year in 2018 and the APCA National Agency of the Year in 2019. He also founded Brave Enough Productions. A performing recording artist for the past 10 years, he served as the Associate Member Liaison for NACA® Mid America in 2017-18 and was a member of the NACA® 24/7 Workgroup. He studied entrepreneurship, graphic design and music production at Johnson County Community College (KS) and music production at Indiana University Purdue University Fort Wayne.



CONTRACT BASICS 101

Precise Details Ensure Campus Programming Success

A CONTRACT IS A LEGALLY BINDING WRITTEN DOCUMENT representing a mutual agreement. However, verbal agreements also can be equally binding. Ensuring the exactness of a performance on your campus may not be possible, but being precise about what is expected is possible, and that's where contracts come into play.

There are three elements of a contract that require attention to detail:

1. Services Provided:

- **WHO** will perform (name of artist and number of performers)
- **WHEN** the performance will take place (date and time)
- **HOW LONG** the performance will be
- **WHERE** the performance will occur

2. Consideration:

- **HOW MUCH** the performer will be paid
- **WHEN** the performer will be paid
- Other **BENEFITS** (lodging, meals, travel, etc.)

3. Signatures:

- Venue representatives
- Artist representatives

Contract Rider

All contracts, whether one page or 50, start with these elements. Often, there's an additional document attached, a contract rider, which specifically states additional terms of the agreement. When signed by both parties, the provisions of the contract and rider are legally binding. Be aware both your school and the performer with whom you are contracting may attach a rider.

Your school may have specific guidelines regarding what's acceptable for a contract and what is not – be sure to check with your legal or purchasing department. Most schools have a contract that is used for performers and outlines all provisions the school requires. However, most schools will allow a performer to send their own contract to be executed. In either case, the school and/or the performer may attach a rider to ensure their respective provisions are covered.



Offer and Acceptance

It's extremely important to know your school's guidelines for contract negotiation, the offer and acceptance of a contract, and who is responsible for signing it. Many schools do not allow students to make an offer for a potential performance, while some schools allow students to sign contracts. **KNOW YOUR SCHOOL'S POLICY REGARDING CONTRACT NEGOTIATION.** Contracts can have major implications for your school, so there are no excuses and ignorance is not an acceptable defense.

The offer you make to a performer must be explicit! Some performers require the offer to be in writing, while others will accept a verbal offer. Both types are legally binding, so be thorough and accurate. It's on this offer that the entire agreement and understanding will be built. Be sure to cover the three elements outlined above regarding performance details. Be prepared for a "counteroffer," in which the performer/agent may want to modify your offer (i.e. that your school provides lodging). All elements must be mutually agreed upon before the contract is executed.

Capable Parties

A capable party is authorized to commit your institution to a contractual agreement. In the case of an agency representing a performer, it must also be capable of committing the performer to a performance.

Consideration

Consideration is what a performer receives in return for their actual performance. If your school provides lodging and meals and pays for the artist's transportation in addition to a performance fee, all these items constitute what the performer is paid in total. Be cautious when negotiating considerations and never agree to pay for a performer's expenses without establishing a maximum. For example, the performer might charge you for dry cleaning the costume they wear during their performance at your school. Larger acts may also want a "percentage" of the revenue you generate from ticket sales. (This can be in addition to their flat fee or in lieu of their performance fee if it is a greater amount.)

Written Contract

The final negotiated product is the written contract, which is fully executed when both parties have agreed to ALL its terms and provisions. It may take time (and patience) to review an entire contract to ensure complete understanding among all parties. But this effort pays off in the long run, helping guarantee there are no problems on performance night. The contract is your most important tool in producing a successful program because it lists everything you (or your school's representative) agreed to provide.

But the contract also serves the performer, who may play hundreds of dates a year and can't be expected to remember the conversation they had with you eight months ago. Or, if the performer has an agent, they may not know what you negotiated with their agent.

While a precisely written contract provides crucial information for the production of a successful event, it's ineffective sitting on your desk, even after all negotiations have been completed and proper signatures have been procured. Physical delivery of the contract is the final phase of acceptance of the contract's terms. You must plan accordingly, especially if your school requires a certain amount of time to process a contract and make sure everyone who's required to have copies of it has received them. You certainly don't want to have fans show up for a performance by an artist who didn't know to appear because you left the contract on your desk!

Key to Success

Almost without exception, contracts and riders are written a particular way to make your job easier as a programmer. As you juggle your many responsibilities, remember that the contract and artist's performance on your campus are the direct result of your input.

All contracts are dependent on the good faith, cooperation and communication of all involved. But it's your responsibility as a campus activities programmer to cover all the bases and make sure no detail is overlooked. A basic understanding of the elements of contracting will help ensure your success as a programmer, as well as the success of the events you produce. ■

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ABOUT THE AUTHOR

Greg Diekroeger is assistant director of campus activities at the **University of Wisconsin-Stevens Point**, where he provides oversight and direction to the entire campus activities and recreation area. He is a past chair of the NACA® Board of Directors and served as the Showcase Coordinator for the National Convention for 12 years, producing more than 800 showcase acts. He was actively involved with the Concert Management Institute for many years and has written several articles for Campus Activities

Programming®. Also active in the NACA® Northern Plains region over the years, he's a recipient of its highest honor, the Robert W. Busch Award.



Kriss Allen, represented by Degy Booking International, performs during the Mainstage Showcase at #NACA19.

MYSTERY SOLVED

An In-Depth Look at the NACA® Showcase Selection Process

THE NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES' national and regional showcase selection process may have seemed mysterious to many in the Association's membership in the past. However, in recent years, the National Showcase Selection Team's goal has been to make the process more transparent so associate members can prepare stronger, more successful submissions and school representatives can better understand the process. Here's how the process works.

Time Frame

Selections for fall regional conference showcases begin in June and continue through August. Selections for NACA® Live, the new national convention experience, occur in the fall and Northern Plains Regional Conference selections take place in January.

Selection Committee Composition

The selection processes for all NACA events are virtually identical. The only difference is the individuals who are making the decisions. Each selection committee includes, along with a group of voting members, a National Showcase Selection Team representative and the event's own showcase

selection coordinator. National team members participate to assist as needed and ensure consistency in showcase selection processes and adherence to NACA policies.

Voting members are chosen from applicants from member schools, with the goal of having a group that represents NACA's diversity. Each regional committee includes six voting members while the national committee seats eight. No less than half the voting members are students, and the rest are staff members. The names and institutions of committee members are kept secret to facilitate the difficult decisions that must be made, and it ensures all questions about the process are directed to the regional or national showcase selection coordinator.

Submission Review and Voting

Each selection committee meets on its appointed dates to review submissions from agencies and self-represented artists who hope to perform at a NACA event. Each committee reviews submissions according to the primary category for which artists have submitted their applications (Spotlight Low, Spotlight High, Roving, Sampler, Master of Ceremonies, etc.).



The committee reviews applications in three distinct rounds:

Round One: The committee reviews each act's submission for the first time. Facilitators encourage committee members to take detailed notes to help in subsequent rounds. For every category but Lecture, the committee watches at least 90 seconds, but not more than two minutes, of each submission. For the Lecture category, the committee watches three minutes. During this round, members do not discuss the artists, but vote on each one electronically. They vote based only on the submission they just reviewed, nothing more. For an artist to advance to Round Two, they must receive at least 50% of the total vote. Typically, 65-75% of artists make it to Round Two.

Round Two: Committee members review every artist who made it to this round, this time discussing submissions with each other. The committee isn't required to watch any video submissions unless they need to see more or want a refresher on an artist. After the discussion, members again vote electronically. Artists must receive 75% of the vote to advance to Round Three.

Round Three: Committee members individually rank artists based upon the number of artists needed in each category. For example, if there are six Master of Ceremonies slots and 30 candidates have made it to this round, committee members each choose their top six artists. They make these choices without discussing them with other members, but can review any materials submitted by artists. However, they are not allowed to pull in any other information that may be generally available online or anywhere else.

After committee members have completed their rankings, the National Showcase Selection Team member works with everyone's rankings to build an initial showcase slate for the full committee's review. The committee then determines where changes need to be made due to the number of acts individual agencies are allowed to have in showcases, the diversity of talent represented, etc. Ultimately, the goal is to give school talent buyers a sampling of the best talent available.

Results

It's any committee's goal, after several days in a windowless room, to have selected an outstanding showcase slate for event attendees. It's important to remember that while a lot of effort is taken to be consistent from region to region, each committee is comprised of often very different people. The primary consistency is the involvement of the National Showcase Selection Team member.

Feedback for Artists

When artists who didn't get a showcase ask for feedback, showcase selection team leaders do their best to give constructive criticism in the hope that artists have more submission success in the future. Common reasons artists might not be selected include:

1. A video showing a musical artist talking more than singing.
2. A video in which a musical artist doesn't perform a couple different songs. If possible, one selection should show a strong, live performance.
4. A video in which too much time is spent introducing the artist rather than showing more of their performance.
5. "America's Got Talent," "The Voice" or other talent competition clips focusing on the judges' review/interaction with the artist rather than the performance itself.
6. A video that is three to five years old; submissions should always show recent performances, not clips from "The Tonight Show with Jay Leno" or "The Late Show with David Letterman."
7. A video presenting context that may negatively affect committee members. If something seems off, it may impact voting. For example, a video filmed in a bar showing alcohol bottles and people drinking may alter the committee members' perception of the artist. A performance at a bar is not the same as one on a college campus.

A showcase selection committee is not trying to destroy anyone's career. Its members do the best they can with the information they're provided. Also, there are a limited number of showcase slots and the number of submissions may total 10 times more than that. Showcase selection committee members aren't in it for recognition. They genuinely want to give the best artists available the opportunity to perform for college talent buyers. ■

Showcase selection committee members aren't in it for recognition. They genuinely want to give the best artists available the opportunity to perform for college talent buyers.



ABOUT THE AUTHOR

Rich Ramos, who until recently served as the NACA® National Showcase Selection Coordinator, is the assistant dean of students at **Simpson College (IA)**. In addition to other volunteer positions, he has served as a coach for NACA's new professionals webinar program and coordinated the NACA® Concert Management Institute. He has also written several articles for Campus Activities Programming®. He holds a bachelor's degree in psychology from Central College (IA) and a master's degree in counseling and student personnel from Creighton University (NE).



Fall Regional Conference

FAST FACTS

NACA® South

naca.org/south
Chattanooga, TN
Sept. 26-29

Chattanooga Convention Center

1150 Carter St.
Chattanooga, TN 37402
Phone: 423-756-0001
chattanoogaconventioncenter.org

HEADQUARTERS HOTEL

Chattanooga Marriott Downtown
2 Carter Plaza
Chattanooga, TN 37402
Phone: 423-756-0002
Fax: 423-308-1010
Single/Double: \$140;
Triple/Quad: \$150 plus 17.25% tax
Reservation Deadline: Sept. 5
Reservation Link: naca.org/south

Hotel Parking: On-Site Parking, \$11 per day;
valet parking, \$16 per day

OVERFLOW HOTEL

Days Inn Rivergate
901 Carter St.
Chattanooga, TN 37402
Phone: 423-208-9227
Single/Double/Triple/Quad:
\$119 plus 17.25% tax
Reservation Deadline: Sept. 5

NEAREST AIRPORT

Chattanooga Metropolitan Airport (CHA), 15 miles
Hotel Shuttle: No
Estimated Taxi Fare: \$28 one way
Transportation within Host City:
Uber, Lyft, local taxi service

NACA® Central

naca.org/central
Arlington, TX
Oct. 3-6

Arlington Convention Center

1200 Ballpark Way
Arlington, TX 76011
Phone: 817-459-5000
arlingtoncc.com

HEADQUARTERS HOTEL

Sheraton Arlington Hotel
1500 Convention Center Dr.
Arlington, TX 76011
Phone: 817-261-8200
Single/Double: \$152; Triple/Quad: \$162 plus
15% tax & \$1.90 local option fees
Reservation Deadline: Sept. 12
Reservation Link: naca.org/central
Hotel Parking: Complimentary self-parking

NEAREST AIRPORT

Dallas-Fort Worth International Airport (DFW), 13 miles
Hotel Shuttle: Yes, on request
Estimated Taxi Fare: \$40 one way
Transportation within Host City:
Uber, Lyft, local taxi service, Super Shuttle



NACA® Mid Atlantic
naca.org/midatlantic
 Buffalo, NY
 Oct. 17-20

Buffalo Niagara Convention Center
 Convention Center Plaza
 Buffalo, NY 14202
 Phone: 716-855-5555
buffaloconvention.com

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
Reservation Deadline: Sept. 26
 Reservation Link: naca.org/midatlantic

Hotel Parking: Valet overnight parking with in and out privileges, \$25 per day; adjacent Augspurger Parking Ramp, rates vary; Lot directly across the street from hotel, rates vary.

NEAREST AIRPORT
Buffalo Niagara International Airport (BUF), 13 miles
 Hotel Shuttle: No
 Estimated Taxi Fare: \$35 one way
 Transportation within Host City:
 Uber, Lyft, local taxi service, ITA Shuttle,
 Metro bus and rail system

NACA® Mid America
naca.org/midamerica
 Covington, KY
 Oct. 24-27

Northern Kentucky Convention Center
 1 W RiverCenter Blvd.
 Covington, KY 41011
 Phone: 859-261-1500
nkycc.com

HEADQUARTERS HOTEL
Cincinnati Marriott at RiverCenter
 (Co-Headquarters Hotel)
 10 West RiverCenter Boulevard
 Covington, KY 41011
 Phone: 859-261-2900
 Fax: 859-261-0900
 Single/Double: \$175;
 Triple/Quad: \$180 plus 11.06% tax
Reservation Deadline: Oct. 3
 Reservation Link: naca.org/midamerica

Hotel Parking: Valet parking for \$28 per day; self-parking for \$10 per day

OVERFLOW HOTEL
Embassy Suites Cincinnati RiverCenter
 (Co-Headquarters Hotel)
 10 East RiverCenter Boulevard
 Covington, KY 41011
 Phone: 859-261-8400
 Fax: 859-261-3828
 King Suite (up to 4 guests): \$175; Double Suite (up to 6 guests): \$185 plus 11.06% tax
Reservation deadline: Oct. 3

NEAREST AIRPORT
Cincinnati/Northern Kentucky International Airport (CVG), 12 miles
 Hotel Shuttle: No
 Estimated Taxi Fare: \$25 one way
 Transportation within Host City:
 Uber, Lyft, local taxi service, bus, Executive Transportation

NACA® Northeast
naca.org/northeast
 Hartford, CT
 Nov. 7-10

Connecticut Convention Center
 100 Columbus Blvd.
 Hartford, CT 06103
 Phone: 860-249-6000
ctconventions.com

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
Reservation Deadline: Oct. 17
 Reservation Link: naca.org/northeast

Hotel Parking: Valet parking for \$23 per day; on-site parking for \$19 per day.

OVERFLOW HOTEL
Hilton Hartford Hotel
 315 Trumbull St.
 Hartford, CT 06103
 Phone: 860-728-5151
 Fax: 860-240-7247
 Single/Double/Triple/Quad: \$156 plus 15% tax
Reservation Deadline: Oct. 17

NEAREST AIRPORT
Bradley International Airport (BDL), 15 miles
 Hotel Shuttle: No
 Estimated Taxi Fare: \$44 one way
 Transportation within Host City:
 Uber, Lyft, local taxi service; free downtown shuttle (Dash) circulates every 15 minutes to downtown hotels, restaurants and more. Dash departs every 15 minutes from the Connecticut Convention Center every weekday from 7 a.m. to 7 p.m. The 30-Kennedy Road (Bradley Flyer) route provides direct service to the Connecticut Convention Center and Union Station in Hartford for \$1.75 each way.

NACA® West
naca.org/west
 Ontario, CA
 Nov. 14-17

Ontario Convention Center
 2000 E Convention Center Way
 Ontario, CA 91764
 Phone: 909-937-3000
ontarioccc.org

HOTEL
Doubletree by Hilton Ontario Airport
 222 N Vineyard Ave.
 Ontario, CA 91764
 Phone: 909-937-0900
 Fax: 909-937-1999
 Single/Double/Triple/Quad: \$160 plus 14% tax
Reservation Deadline: Oct. 24
 Reservation Link: naca.org/west

Hotel Parking: Complimentary self-parking; valet parking not available.

NEAREST AIRPORT
Ontario International Airport (ONT), 1.5 miles
 Hotel Shuttle: Yes
 Estimated Taxi Fare: \$10 one way
 Transportation within Host City:
 Uber, Lyft, local taxi service



We're pleased to continue our partnership with Delta to offer discounted fares for our regional conferences this fall. Use Delta event meeting discount code NY2MB when you book your flights online.

LEADERSHIP FELLOWS SERIES

IF YOU SERVE ON A CAMPUS PROGRAMMING BOARD or advise one, you likely already have or will engage in staffing and restructuring. You may anticipate the opportunities these processes afford, or you may consider them torture. Regardless, it's often a necessary process that, if pursued with a positive mindset, can yield good results for your board, your campus and, most importantly, your students.

Here are three critical actions to take for an effective programming board:

1 Determine whether necessary tasks are being accomplished with the existing staffing and structure.

Evaluate the roles and responsibilities of positions. Some roles may be necessary and need to remain unchanged, while others can be merged. I once took on a new role at a university where the program board structure wasn't conducive to programmers supporting each other. On a programming board that produced two events per week during a light week of activities, the president was required to attend only about three events per semester. The vice president, conversely, assumed a heavy load of roles and responsibilities. So, we divided the VP position into a vice president of operations and a vice president of administration so one student didn't bear the full burden. We must remember that students' priorities should be academics and earning their degrees. Their programming responsibilities should support those pursuits, not interfere with them.

2 Align students with roles that best fit their desires and future endeavors – even if students aren't yet clear on what they hope to do after college.

From the interview process forward, strive to match students with the director or chair positions that fit their experiences, skills and needs. Many times, we find

ourselves in situations in which we're just trying to fill positions to achieve a fully staffed board. That may cause more damage than good to the students involved. We want to create our dream team; to do that, we must point students toward the best opportunities for success.

Three Critical Actions to Create an Effective Programming Board

CATEATRA D. MALLARD, M.A.

3 Train students effectively and continually.

Learning, growth and development never stop. It's imperative to have continuous trainings and workshops that can highlight communication, conflict resolution techniques and effective practices to fulfill job duties and responsibilities. Trainings and workshops will set the pattern for team building exercises that will allow the board to operate as a strong, cohesive unit. Training also allows for a foundation of trust to be built among team members, which also enhances understanding and comprehension. And because campus activities/student affairs is ever evolving, continuous training can further ensure good morale for programming board members and their advisor.

As you strive to create the most effective programming board for your campus, remember to assess, evaluate, align and train as you go. These practices can benefit everyone from the new board recruit to a seasoned advisor, and all will reap the rewards. ■



ABOUT THE AUTHOR

Cateatra D. Mallard served as a graduate assistant in student activities and freshman studies while pursuing a master's degree in counseling and college student development at Hampton University (VA). She also earned a bachelor's degree in psychology at the institution. During her career, she has served as co-curricular program coordinator at Virginia State University and coordinator of student involvement at Radford University (VA).

Articles written for the NACA® Leadership Fellows Series are crafted by participants in the NACA® Leadership Fellows Program, which serves as an opportunity for members of diverse backgrounds to become familiar with Association programs and professional development opportunities. Learn more about this program at naca.org/volunteer.

NACA® FOUNDATION SCHOLARSHIP OPPORTUNITIES

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

NACA® Northern Plains
Regional Student Leadership
Scholarship

NACA® Mid Atlantic
Undergraduate Scholarship for
Student Leaders

NACA® South Student
Leadership Scholarship

Multicultural
Scholarship Grant

NACA® Mid Atlantic Graduate
Student Scholarship

NACA® Foundation
Graduate Scholarships

NACA® Mid Atlantic Higher
Education Research Scholarship

Lori Rhett Memorial Scholarship

Barry Drake Professional
Development Scholarship

Markley Scholarship

NACA® Mid Atlantic
Associate Member Professional
Development Scholarship

Ross Fahey Scholarships

Scholarships for
Student Leaders

Zagunis Student
Leader Scholarship

Tese Caldarelli
Memorial Scholarship

Alan Davis Scholarship

For qualifying information, application deadlines
and more, visit naca.org/foundation



Plan ahead for 2020 summer internships

The NACA® Internship Program promotes experiential learning by connecting students with member institutions in higher education, business and the entertainment industry. Summer internships span up to 12 weeks, from mid-May to August. Postings and application acceptance begin in late November each year. There is a one-time \$25 application fee for students, and no cost for hosts to post a position.

Learn more: naca.org/internships

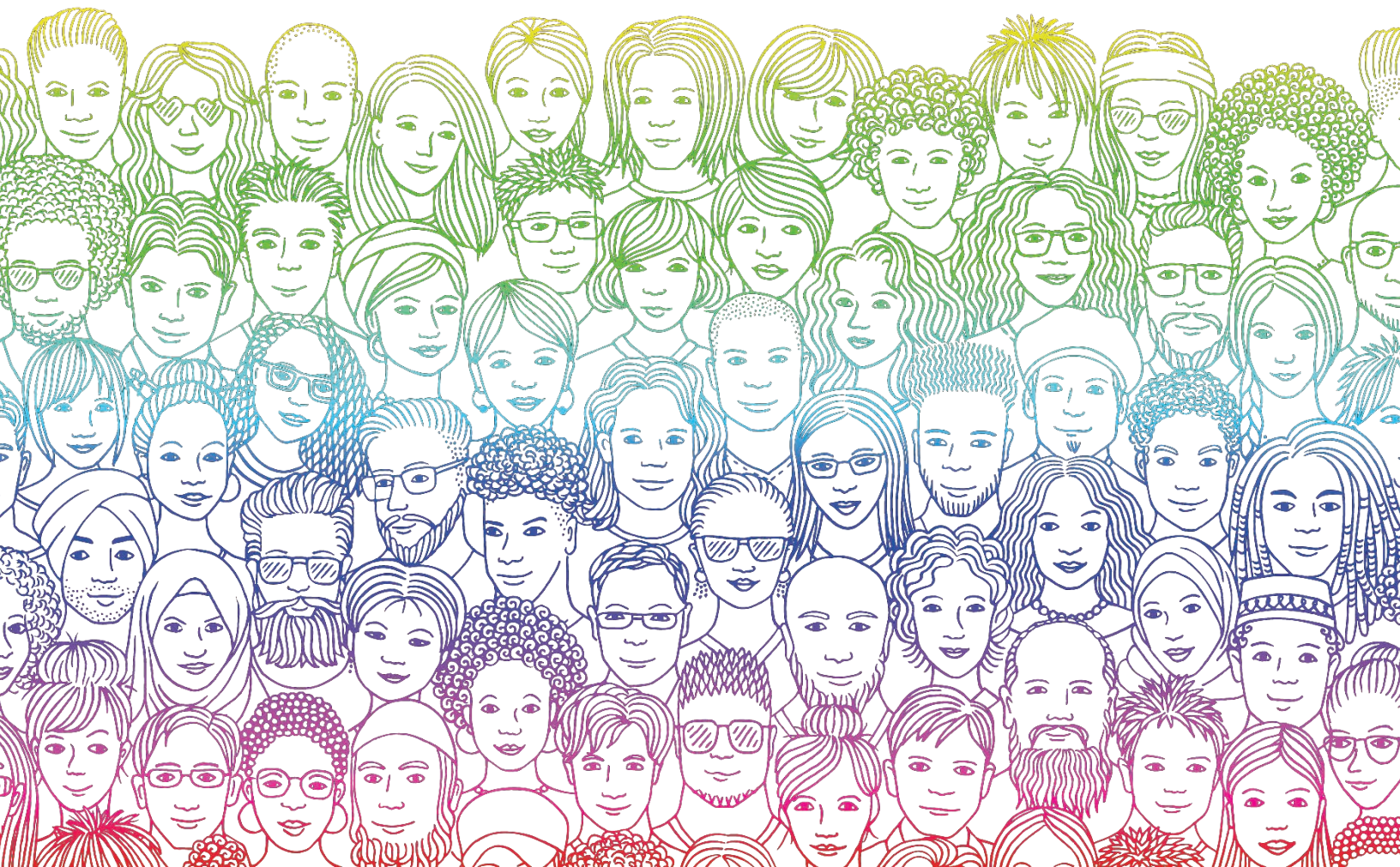


A UNIVERSAL WELCOME

Helping Students Consider Diversity & Inclusion When Planning Events

Yabsera “Yabi” Demissie,
Georgia State University

Danielle McCalla



There are many reasons why diversity and inclusion are crucial components on a university campus. A focus on diversity and inclusion:

- Expands worldliness,
- Enhances social development,
- Prepares students for work in our global society,
- Promotes creative thinking,
- Enriches multiple perspectives, and
- Much more – the list could be endless.

But until we teach our students to bring these ideas to life through programming, we won't see the desired positive results on our campuses. That, in turn, leads to difficulties our students will face as they transition from college into the real world. Follow these tips to help your students ensure diversity and inclusion are part of every event they plan.

Before the Event

Be aware of:

- 1. Event location.** Is it accessible? If not, how do we arrange for all community members to be able to access it? Campus programmers build accessibility into their programs and can do that by providing contact information on promotional information so those requiring accommodations can communicate their needs.
- 2. Event time and date.** When scheduling an event, be sure to check the timing of holidays from all cultures in your campus community. Planning a campus-wide event that conflicts with any group's holy days can inadvertently create a barrier to inclusivity. While it's not always easy to do this, your campus community notices when you make the effort.
- 3. Event promotional materials.** When creating promotional materials, such as videos, flyers, social media posts, etc., work with your campus communications staff to ensure you are using fonts that can be easily read and add closed captions to videos. This ensures all community members will effectively receive the information you share.

During the Event

Pay attention to:

- 1. How you greet attendees.** Gender-neutral greetings go a long way in building community. If you're unsure of how to address a person, simply ask for their preferred pronouns. They will very much appreciate when you ask instead of assuming their gender.
- 2. Movies with closed captioning.** While showing a movie, it's helpful to turn on the closed captioning. You never know who might need it.

3. Presentation details. If the event includes a formal presentation, printing its slides beforehand or distributing the presentation document is helpful.

4. Appropriate signage. You may need to provide signage warning attendees what to expect. For example, if the content may be triggering, or if you are using lighting that may have a negative effect on anyone, signage can serve to caution attendees.

5. Dietary accommodations. If you're able, label the food you're serving and give content information. For example, when we host s'mores night, we provide both regular and vegan marshmallows so all attendees can participate, no matter the dietary restrictions involved.

6. Resources. Depending on the event, it may be important to share on- and off-campus resources students can access to help them more fully participate. For on-campus students, departments and officers can assist students in specific areas, such as leadership development, coordinating with the career center or connecting with counseling services. For off-campus students, let them know about internship and conference participation opportunities.

After the Event

Consider offering:

- 1. Reference information.** Printed resources sharing contact information pertaining to the event or listing other departments that could offer post-attendance assistance, especially if such information is linked to the event topic, are helpful. If the event is presented in conjunction with other offices or groups, encourage those organizations to also provide such materials.
- 2. Post-event engagement.** Be sure to thank attendees for coming. While you may be inclined to send attendees out and pack up quickly, it's affirming for attendees when you walk out with them, thanking them for coming.
- 3. Post-event assessment.** It's important to gather data on attendance, what participants thought of the event, etc. This gives insight into how you might improve it, as well as its overall impact on the campus community.

When you apply these tips, attendees are more inclined to feel included and welcomed. Sharing this information while training new students helps ensure student programmers are always considering how to create a more diverse and inclusive environment for everyone on campus. ■

When you apply these tips, attendees are more inclined to feel included and welcomed.



ABOUT THE AUTHORS

Yabsera "Yabi" Demissie is the Spotlight Programs advisor at **Georgia State University**, the NACA® South Diversity Initiatives Coordinator and she has been an educational program presenter. She earned a bachelor's degree in public health from the University of South Florida and a master's degree in college student affairs from Nova Southeastern University (FL).



Danielle McCalla is assistant director of Student Activities at **New College of Florida**, where she previously served as a residence hall director. She earned a master's degree in college student affairs from Nova Southeastern University.

THE NACA® SPOTLIGHT

MEMBER NEWS **EVENTS** SCHOLARSHIPS **LEADERSHIP** INSTITUTES **VOLUNTEER OPPORTUNITIES**

60th ANNIVERSARY CELEBRATION
**1960
SIXTY
YEARS
2020**
NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES

60th ANNIVERSARY COUNTDOWN

Carrot Top, a popular showcasing comedian, was named Campus Entertainer of the Year in 1993. Currently, he performs every night except Tuesdays at Luxor Las Vegas Hotel and Casino and he lists his National Association for Campus Activities awards at the top of his list of accolades!

Looking Back as We Look Forward

NACA will celebrate its 60th Anniversary in 2020 during NACA Live® – the reimagined national convention – in Denver. We need your written and digital memories to share, please! We'd like to hear about:

- Your most memorable NACA story.
- How many years you've been attending NACA events and why.
- Vintage photos.
- Birthday wishes for the Association.

Send your NACAversary Notes to Glenn Farr at glennf@naca.org.

FROM THE NACA® ARCHIVES

During our 60th anniversary year, we will dig into the archives to share facts about the National Association for Campus Activities from days gone by.

Phillips Was First CEO

In 1970, NACA hired its first full-time executive director, David W. Phillips. Four executive directors – Gary English, Steve Slagle, Alan Davis and Toby Cummings – have followed him, and a fifth, soon to be announced, will lead us into our 60th anniversary year.

Phillips, who ultimately retired as program director of the North Carolina State College Union, joined Rudy Alexander, Allen de Hart, Gerald O. T. Erdahl, Bill Griffith, Howard Henry and C. Shaw Smith as one of the Association's seven founders.



naca.org

VOLUNTEERS

Meet Your New National Showcase Production Team ...



Elizabeth Gionfriddo
Nichols
College (MA)
*National Showcase
Production Team
Coordinator*



Jeff Venekamp
Augustana
University (SD)
*National Showcase
Production Team
Coordinator-Elect*



Kristy Rothermel
Stockton
University (NJ)
*National Showcase
Production Team
General Member*

These volunteers will facilitate the presentation of showcases at NACA® Live and support showcase production at all regional conferences.

... And Your National Showcase Selection Team



Tiffany Clayton
Albright
College (PA)
*National Showcase
Selection Team
Coordinator*



Andrea Fisher
Delaware Valley
University (PA)
*National Showcase
Selection Team
Coordinator-Elect*



Tearria Beck-Scott
Duke
University (NC)
*National Showcase
Selection Team
General Member*

These volunteers will assist the National Showcase Selection Coordinator in facilitating the showcase selection program for NACA® Live and all regional conferences.

Find Challenging, Fulfilling Volunteer Opportunities with Us!

Here are current volunteer opportunities open to members. For more information and application forms, visit naca.org/volunteer.

2019 Fall Regional Conference Stage Crew Positions

- NACA® South – Apply by Aug. 2
- NACA® Central – Apply by Aug. 9
- NACA® Mid Atlantic – Apply by Aug. 16
- NACA® Mid America – Apply by Sept. 20
- NACA® Northeast – Apply by Oct. 4
- NACA® West – Apply by Oct. 4

2020 Regional Graduate Interns and Mentors

- 2020 NACA® Northern Plains Graduate Interns and Mentors – Apply by Sept. 1



Nominate a Superstar Volunteer

Without its volunteers, the National Association for Campus Activities would never have reached its 60th birthday. You are the Association's driving force in creating programs, events and services our members have come to depend upon.

There have always been those volunteers who have gone above and beyond their volunteer assignments to contribute significantly to NACA's growth and success. Do you know one of them? ARE you one of them?

In 2020, each issue of Campus Activities Programming® will honor one "superstar volunteer," but we need you to help us determine who they will be. Tell us what makes your nominee special:

- Have they attained outstanding volunteer accomplishments?
- Do they have tireless energy?
- Are they dedicated beyond the call of duty?
- How have they positively impacted others in the Association through their involvement?
- How have they helped steer the Association in a positive direction?

Submit nominations to Glenn Farr at glennf@naca.org by Sept. 30.

Are You a New 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. Just complete the Volunteer Information Request Form (<https://goo.gl/WJyXZg>). 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 Sosa at lauraj@naca.org.



2018 NACA® Northeast Scholarships Announced

Five Presented Bedini Student Leader Awards

These awards were created in honor of past NACA Chair of the Board Ken M. Bedini, who is now vice president of student affairs at Eastern Connecticut State University. They are presented to outstanding student leaders in the NACA® Northeast Region.



Brittany Bills graduated in May from the **University of Maine at Machias** with a bachelor's degree in marine biology. A Dean's List student who earned a number of awards in science-related areas, she will apply the scholarship to student loans.

"I am about to embark on a new challenging adventure into the real world, where the skills I have built here at the university and through my employment as a student activities assistant manager will guide me in my career path endeavors," she said.



Sean G. Dacey, a master's degree candidate in business administration at the **Quinnipiac University School of Business (CT)**, will complete his degree in 2020 and will apply his scholarship toward his education.

Dacey previously earned a bachelor's degree in computer information systems, graduating cum laude from Quinnipiac University. During his undergraduate years, he served as vice president, then as president, of the Student Programming Board. He continues as a student worker in Quinnipiac's Graduate Financial Aid and Admissions office.



Kendal Flowerdew recently graduated from **Sarah Lawrence College (NY)**, where she was co-director of the Sarah Lawrence Activities Council (SLAC).

"This scholarship will help me as I continue on my journey of becoming a physician," she said. "I will be attending medical school at Marian University in Indianapolis, IN, in the fall and this money will go towards paying my tuition for next year."



Janina Messerlian recently graduated from **Nichols College (MA)**, where she served as Student Programming Board president. She will apply the scholarship to earning a diamond graduate certificate from the Gemological Institute of America (NY).

"This will allow me to learn how to grade diamonds and evaluate them," she said.

"After completing the course, I will use that knowledge in my family's jewelry store and to further my career."



Andrew Raposo, who has served as Program Council president at **Bridgewater State University (MA)**, will apply his award to pursuing a graduate degree in higher education and student affairs.

"Receiving [this award] is one of the greatest honors I have received," he said. "I am extremely grateful for the support I have been given from my friends and mentors. Campus activities plays a vital part of the culture of our colleges and has truly shaped a great deal of my undergraduate experience."



Dickson Receives Fahey Graduate Student Award

This award honors M. Kevin Fahey, who was one of NACA® Northeast's founders. It is presented to a graduate student

in the region who has made a significant contribution to their institution and/or NACA.

Kadie Dickson is an intern in the Office of Student Involvement at the **University of Massachusetts-Lowell**.

"I am so honored to receive this scholarship," Dickson said. "I have a very fond memory with one of my mentors [involving] a couple of books on leadership. I would love to use this scholarship to add to my small library and hopefully create similar opportunities for my students [as] my mentors did for me."



Gonzales Presented Ross New Professional Award

The David A. Ross New Professional Award was named in honor of one of NACA® Northeast's founders. It recognizes an individual who has made significant contributions to and who demonstrates the potential and commitment for excellence in service to their member institutions and NACA® Northeast.

Jorge Gonzales is coordinator for student programs at **Bridgewater State University (MA)**.



"It is an honor to be recognized by peers and this association for the efforts I have made working with students," Gonzalez said. "I love what I do and wouldn't trade it for anything in the world. This scholarship will definitely help me offset the costs [of] professional development opportunities so I may continue to strive to be the best student activities professional I can be."



Hall Receives Maureen McDermott-Michelle Delaney Staff Programmer Award

The award was established in 2014. Proceeds from the 2014 and 2015 Ross/Fahey Golf Tournament were designated toward endowment of this scholarship fund.

Rachele Hall is associate director of Student Involvement for Community Building and Co-Curricular Programs at **Westchester Community College (NY)**.

"I currently work full-time [in my position] at Westchester Community College (NY)," Hall said. "Additionally, I am enrolled full-time in the Ralph C. Wilson Jr. School of Education Doctoral Program for Executive Leadership at St. John Fisher College (NY). The scholarship is a true blessing and will support the costs associated with my degree."



Sage Presented Donald L. McCullough Award

This award honors the late Donald L. McCullough, a former director of student activities at the University of Connecticut-Storrs and is presented to up to two students in the NACA® Northeast Region.

Meagan Sage is assistant dean of students at **Southern New Hampshire University**.

"I have watched so many professionals I deeply respect receive the award in the past, and to be among that group, and to know I've made an impact on an organization that has given so much to me is a true honor," Sage said. "As I recently completed a doctoral program, the scholarship will be very helpful in assisting financially with the degree and associated research." ■

Apply for These Scholarships by Sept. 30

Each year, the NACA® Foundation awards 32 scholarships and six research grants to assist undergraduate students, graduate students, professional staff and associate members in pursuing educational interests and career development. The deadline to apply for the following opportunities is Sept. 30:

- NACA® Mid Atlantic Undergraduate Scholarship
- NACA® Mid Atlantic Higher Education Research Scholarship
- Markley Scholarship (CEN)
- Lori Rhett Memorial Scholarships (WST)

For details on all open scholarships, visit naca.org/foundation.

Write for Publication

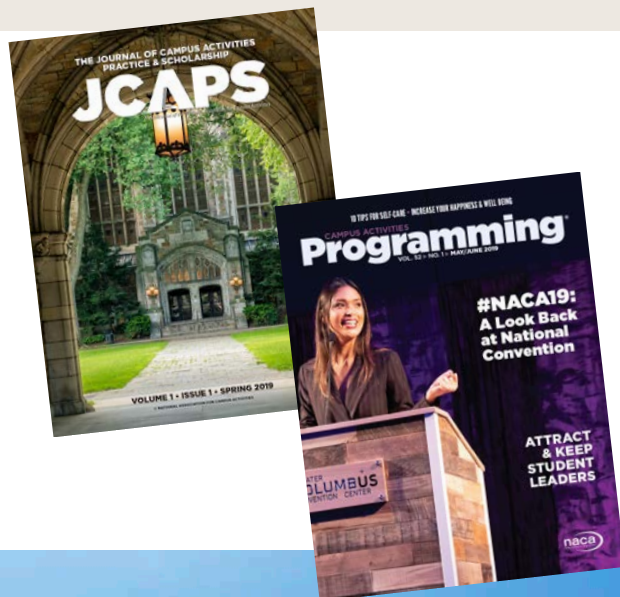
Ready to become a published author? NACA can help you make it happen:

Journal of Campus Activities Practice and Scholarship (JCAPS)

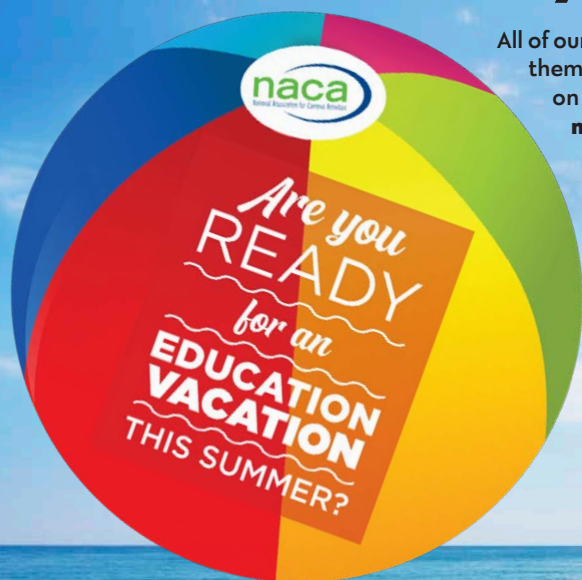
The Journal of Campus Activities Practice and Scholarship is a biannual social science peer-reviewed journal focusing on publishing rigorous, relevant and respected scholarship related to postsecondary education co-curricular campus activities and translating such scholarship to practice. Learn more at naca.org/JCAPS and plan your submissions.

Campus Activities Programming®

NACA's award-winning magazine, published six times a year, offers experiential articles designed to inspire collaboration in bringing educational and entertainment programming to college campuses. Contact Editor Glenn Farr at glennf@naca.org for more information.



2019 Summer Institutes = Nearly a Sellout Season!



All of our Summer Institutes (except one) SOLD OUT this year. Some of them filled up before the early bird deadline arrived! Don't get stuck on the waiting list in 2020. Keep an eye out for next year's dates at naca.org/institutes.

Thank you to our 2019 Institute Partners:

- Babco Entertainment LLC (FL)**
- Everything But The Mime (FL)**
- How To Concerts (WI)**
- Neon Entertainment (NY)**
- Swank Motion Pictures, Inc. (MO)**

🐦 @JSaibu

Man being here in #Nashville at @THENACA sitting and learning how to plan concerts is mind blowing. Haven't felt this passionate & excited about something since football. #justwaitontit

🐦 USM_LSI

It has been a great 3.5 days in New Braunfels, TX at the HUGE Leadership Weekend. We took 12 students to this conference in hopes they would develop their leadership skills and enhance their self confidence. We can't wait to bring back all that we've learned to campus. #HLW2019

MEMBERSHIP

Welcome, New NACA Members!

These members joined April 29–June 6, 2019:

SCHOOLS

INTERNATIONAL MEMBERSHIP

- Yale-NUS College (Singapore)

STANDARD MEMBERSHIP

- Associated Students, San Diego State University (CA)
- California Polytechnic State University-San Luis Obispo
- Davenport University (MI)
- Drexel University (PA)
- Goodwin College (DC)
- Kettering University (MI)
- Lancaster Bible College (PA)
- Lone Star College-Kingwood (TX)
- Norfolk State University (VA)
- North Carolina State University (NC)
- Pima Community College Student Life (AZ)
- State University of New York-Rockland Community College

- Texas Christian University
- University of Connecticut
- Wofford College (SC)

ASSOCIATES

NATIONAL SELF-REPRESENTED OR SOLO ARTIST

- SpeakerNickScot.com (TX)

Thank You for Your Membership Renewals

Thank you to EVERYONE who renewed for 2019-20, with a special shout out to the first official renewals:

- American Program Bureau (WA)
- Western Technical College (WI)



It's not too late to take full advantage of a membership renewal. Contact membership@naca.org or visit naca.org/join.

Earn Free Registrations & Memberships

Recruit new members through our Amplify referral program and you can earn free registrations and memberships: naca.org/AMPLIFY



NACA Member Benefits

Networking at regional and national events, professional development training and saving money through Block Booking have long been benefits of National Association for Campus Activities membership. Here are some 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 to discover communities available to you as NACA members, including:

- Leadership Education
- NACA Volunteer Central
- Student Government (Staff/Graduate)
- 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.

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 was 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.



Webinars on Demand:

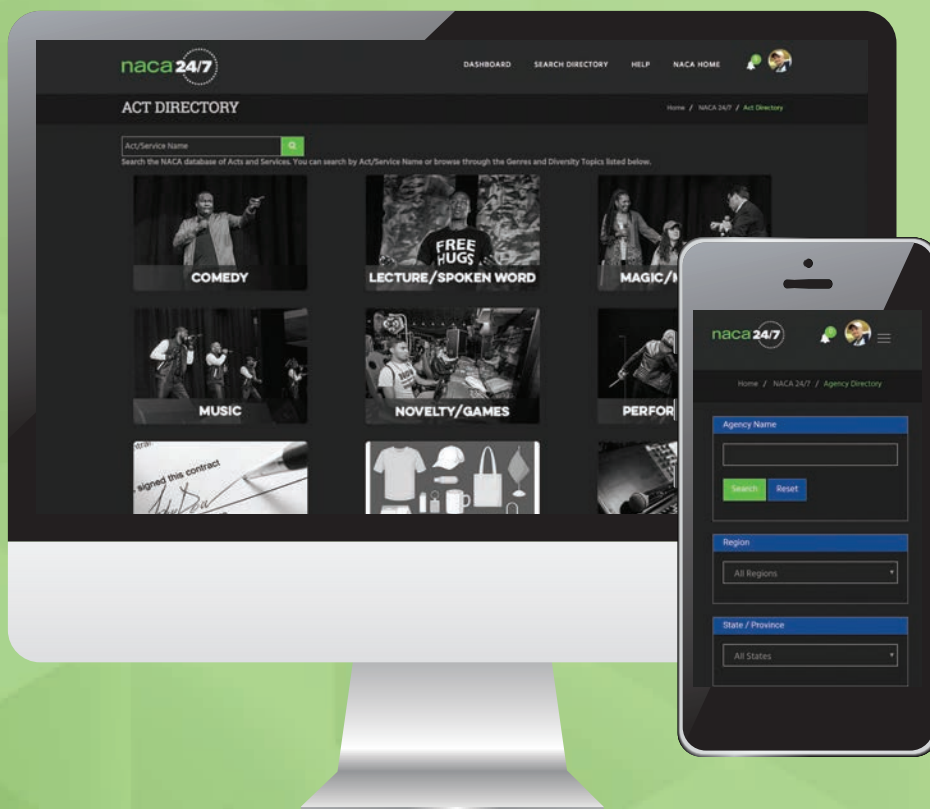
ENCORE Is Ready for You!

Submit your resources and assessment plans to ENCORE at naca.org/encore and make your knowledge and experience available to other 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 by clicking the highlighted links or click the Launch ENCORE button to begin. Questions? Contact Kayla Brennan at kaylab@naca.org.





Doing business. Your way.



NACA.org/NACA247

NACA® 24/7 is a platform that gives you the freedom to book entertainers, events and services anytime, anywhere.

Need to fill in the gaps after Block Booking at Convention? Had a last-minute schedule change? Searching for the perfect promotional item? NACA® 24/7 has got you covered.

This one-stop shop matches you with the vendors and talent you're seeking, and puts NACA's resources right at your fingertips including:

- Calls for acts/services
- Ability to search for acts performing near you
- Artist reviews
- Video and audio files

And much more!



10 QUESTIONS WITH ...

Amanda Rae Koslow

Program Coordinator,
Campus Activities and Programs
The University of North Carolina at Greensboro



1 Leadership/management book you are currently reading?

"Dare to Lead" by Brené Brown. It's taking me awhile to get through it because it's so dense with great information. One of my favorite takeaways is the power of vulnerability, its benefits and the very real fear experienced when discussing vulnerability's reliance on trust.

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

Our second annual Piney Lake Spring Opening, held on university-owned outdoor property near campus. Large numbers of students, staff and faculty came to unplug and connect with nature through recreational activities – guided hikes, a corn hole tournament, paddle boards, canoes and yoga, in addition to music, DIY activities, novelties and food! It was nice getting everyone to connect in ways not possible on campus.

3 Favorite campus program in your entire career and why?

The Big Orange Festival at the University of Florida, which took over the entire union with carnival rides, free food, trivia, activities, comedians and musical performers. It was student-led and student-run, and I enjoyed seeing students working hard on a large event for thousands of their peers. The energy and excitement evident throughout the building proved its success!

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

- Water bottle
- Planner with a to-do list
- Cup of my favorite pens

5 Best teaching tool for your students?

Asking questions and exploring curiosity. It's easy with busy schedules and heavy responsibilities to make assumptions and act without considering all options. Questions kickstart critical thinking and help us explore the "why" behind available options.

6 Technology that most benefits you at work?

Google Drive! Specifically, Excel sheets and smart formulas. I love a good budget spreadsheet or a form with some conditional formatting. I also love linking agendas and documents into Google Calendar invitations. Because we are a Gmail campus, I can easily share documents with students and colleagues.

7 Most challenging aspect of your job?

Striving to grow and challenge our programs. We have the most diverse student body in the state and offer a high number of programs each semester. Therefore, it's sometimes challenging to ensure we're creating programs that serve a variety of students while also trying to ensure our events attract high numbers and promote engagement and satisfaction.

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

Prioritize self-care. Balance doesn't mean your week will be equally divided between work and personal matters; if you anticipate a busy week, make sure you take time for yourself as needed. Also, never underestimate the power of an afternoon iced coffee.

9 Best programming advice you've ever received?

There's power in documentation. The more documentation I have, the better I perform. This is helpful when something goes wrong and I can show how and when information was shared. It also helps me hold myself accountable since our events are numerous and I can easily get events and to-do items confused. (Beyond that, it's helpful for end-of-year reports when I feel I can't remember anything!)

10 Something unique about your programming board?

Our board has its own office, which used to be a ticketing office, in a hallway connecting the student center to the library. When our programmers are in the office, they can lift the ticket window gate to share information on upcoming events or collect suggestions. It's a cool way to utilize existing space in the university center and is great for passive marketing when the office is closed! ■

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

Cookies & Balloons



THOSE TWO WORDS IN THE HEADLINE are attention grabbers. They're immediately recognizable and most people have had positive experiences with both cookies and balloons.

I intentionally chose these words because I wanted to start this message with something familiar. I wanted your first impression to be positive and exciting, and I wanted you to continue reading. Now that I have your attention, I'll tell you all about annual budgets and event assessment.

Just kidding!

I'm just trying to make a point. I wanted to get your attention at the top of the page so there'd be a better chance you'd make it to this part of the page. If I've succeeded, you're still reading. However, I want you to read all the way to the very last word and then say to yourself, "Wow! He's right."

There are essentially two challenges I face in writing a magazine column:

1. Get your attention, and
2. Keep it long enough so I can share an idea.

That's very similar to the challenge you face at the beginning of the school year as you recruit students to your organizations or plan entertainment and activities for your fellow students, right?

1. How do you get their attention?
2. How do you get them to continue to notice you, your office and your events?

Fortunately, you do this at the beginning of the school year when most students' eyes are wide with anticipation as they notice everything on campus that is new to them. The best way to attract and continue to engage students is

to introduce your brand – your “cookies and balloons” – as soon as possible. Be bold and be brave. You have lots of competition on campus and you need to stand out. Promote your office with an event that will seem familiar and will be accessible to a large audience. Make sure it's a fun event that's easy to promote and will generate a lot of attention. That will help keep you in students' minds throughout the semester and have them coming back for more.

Timing matters, too! Once the first few weeks have passed, students are not as likely to be open to new ideas and activities. Settling into a comfortable zone is just one of the realities of human behavior. That's why it's important to make a great first impression, establishing the “brand” for your club or organization in the minds of students within the first few days or first couple weeks of the semester. However, if you're unable to do this at the beginning of the year, or you happen to be reading this mid-semester, it's better to do something right now than nothing at all! And, next semester will be here soon and that gives you a fresh opportunity for a new, big-and-bold beginning.

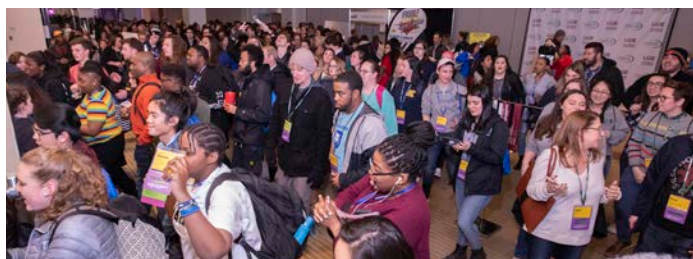
You still here? Good! Ready to get your “cookies and balloons” out to make that great first impression?! ■

JASON LeVASSEUR lives in Nashville, TN, and is one of the most awarded music performers in campus entertainment. He's also a keynote speaker, workshop facilitator, summer camp counselor, husband, father and the creator of “The Rock Star Project.” Visit www.jasonlevasseur.com. He is represented by Bass-Schuler Entertainment in Chicago, IL.



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