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Inside this issue:

WCPA Spring 2011 PDI	2
2010 Annual Conference Overview	2
New Conference Chair-Elect Profile	3
Open Position on Executive Board	3
ACPA & NASPA Consolidation	4
WCPA 2010 Awards List	5
Commission Corner	6
Update from WCPA's Treasurer	9
WCPA Executive Board	9

Action! WCPA Accomplishments and Upcoming Priorities

Angie Bong, President

The WCPA Executive Board and Commission Chairs have been busy at work over the past several months, working on many important initiatives. Here's a brief highlight of some of the things that have been going on.

- WCPA submitted award nominations for the ACPA Membership Award and the ACPA Innovation Award. We are anxiously waiting to hear if we were selected as a recipient of either (or both!) award(s).
- President Elect, Matt Suwalski, has assumed responsibility for the upcoming PDI and is diligently working on plans, while also helping to transition the new Technology and Communication Coordinator, John Gerow.
- Membership and Marketing Coordinator, Jon Cleveland, is doing an extensive review of our membership database to ensure we have the most accurate and complete information for our membership and will be analyzing the information to provide the Executive Board with information about retention and involvement of members.
- Conference Chair and Conference Chair Elect, Ashlie Kohl and Mandy Briggs, are reviewing the 2010 conference evaluation results and using the feedback to plan for the 2011 conference.
- The Graduate and New Professionals Commission is reviewing the conference mentoring surveys for feedback about how to improve the mentoring program, and also working on establishing student liaisons from each of the graduate programs in the state.
- The Social Justice Commission has established a Traveling Diversity Education Film Series in which a diversity film is selected and shared with colleges who would like to view the film. The current film is *The Canary Effect*.
- The Professional Development Commission has started a Facebook site and is working with the Graduate and New Professional Commission to improve the mentoring program.
- The Involvement and Leadership Commission is working on monthly blog updates with tangible programmatic ideas, as well as working on an experiential educational leadership component for this year's conference.

SAVE THE DATE!

April 8th, 2011

WCPA Spring 2011
Professional Development
Institute (PDI)
@ UW-Oshkosh

See page 2 for details



In addition to all these great initiatives, WCPA will begin working on a new strategic plan for the association. Feedback and input will be sought from the membership to help establish the priorities for our strategic plan, so please let us know what you think when the call goes out. In addition, we will begin defining an implementation plan for our new inclusion statement.

WCPA Spring 2011 PDI "From At-Risk to At-Promise in the Blink of an Educator's Eye."

The WCPA Spring 2011 Professional Development Institute (PDI) is scheduled for Friday, April 8, 2011 at UW Oshkosh in Oshkosh, WI. The event will be in partnership with the Wisconsin Academic Advising Association (WACADA). The theme for the event is "From At-Risk to At-Promise in the Blink of an Educator's Eye."

We will be exploring factors contributing to students at-risk, support networks and best practices from campuses for helping students to be successful. Our focus areas will be academic risk, adult learners & non-traditional students, veteran students, students in distress, mental health issues, minority student populations, LGBTQ student populations, and first-generation students.

Registration will open February 11, 2011.

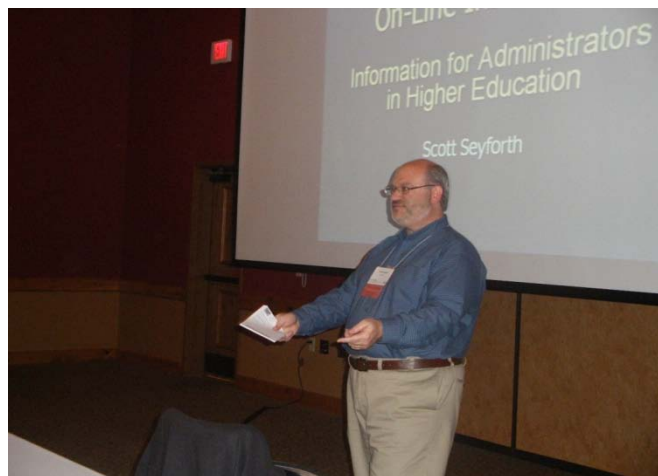
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2010 Annual Conference Overview

Ashlie Kohl

2010 Conference Chair Elect, 2011 Conference Chair

The 39th Annual WCPA Fall Conference and the Student Affairs 101 Paraprofessional Conference was held from October 21st to 23rd, 2010 at the Wilderness Resort in Wisconsin Dells. This year's theme "Being your Best: Navigating from Challenge to Opportunity" provided conference attendees an opportunity to reflect upon the challenges that today's students and professionals are facing and learn about or discuss ways to navigate through these challenges.

We wish to thank the commission chairs and members, program presenters, conference attendees, and the WCPA executive board for your hard work, dedication, and involvement in making the conference a success! We would also like to thank Bob Pederson, CEO of Goodwill North Central Wisconsin, for serving as this year's keynote speaker. Bob's story of overcoming an organizational and personal crisis and working towards success is motivation for all of us in our personal lives and our professional careers.

This year several key changes to the conference were made to meet the professional development needs of its attendees. These new changes and developments led to increased opportunity for membership involvement, exciting new partnerships, and an increasing commitment towards professional development.

Examples of these changes included:

New Venue: After several years at the Chula Vista, this year's conference was moved to the Wilderness Resort in Wisconsin Dells. Reasons for the change included conference affordability, improved customer service to our organization, and the Wilderness Resort provided updated and improved facilities for our conference attendees.

Continued on Page 3...

2010 Annual Conference Overview (continued)

Implemented case study competition: The Case Study Competition gave graduate students the opportunity to showcase their skills and knowledge of the field of Student Affairs in a qualitative way. Participants were asked to create a presentation or solution for the case to a panel of judges. Participants were allowed 15 minutes for the presentation and 5 minutes for questions from the judges. The judges based their decisions on the quality of the presentation including concise and well organized arguments, creativity and logical reasoning, and the ability to use student affairs knowledge and theory. The case study competition prizes were subscriptions to the Chronicle of Higher Education and Amazon. A special thank you goes out to Sheila Keaton for organizing this professional development opportunity.

Increased number of Programs Offered: This year WCPA again offered a vast selection of programming sessions and roundtables. Sessions fell under the following topics: Résumé Building, Social Justice Issues, Leadership and Mentoring, Mental Health, and Student Development. On behalf of WCPA, a special thank you goes out to all of the presenters, without the time and effort put into these programs the WCPA conference would not be as successful. Additionally, a special recognition goes out to Sheila Keaton of UW-Madison, for her WCPA Outstanding Program Award for *The Résumé Spa: Pamper your Professional Self*. In addition to being chosen as WCPA's Outstanding Program, Sheila's program has been selected as an ACPA showcase program.

Mentorship Program: The Graduate and New Professional Commission and the Professional Development Commission teamed up to provide a mentorship program to new and veteran professionals. Mentors and mentees were matched up based upon interests and met throughout the conference to discuss programs and other professional development interests.

As in years past, the Annual Conference provided us the opportunity to begin shaping the future of energetic students from around the state who are interested in pursuing a career in student affairs. The Student Affairs 101 Paraprofessional Conference hosted over 75 under-graduate registrants who participated in tracks according to their interest level in the field. A huge thank you is owed to the WCPA Past Presidents who dedicated their time to the planning and facilitation of Student Affairs 101.

The 2010 Annual Conference proved to be an exciting and engaging experience for all conference attendees and plans for the 2011 conference are already underway. Next year, we are excited to be celebrating our 40th Annual Conference and hope that you will join us October 20th and 21st for another great professional development opportunity.

Looking for a Membership and Marketing Coordinator!

Our current Membership and Marketing Coordinator, Jon Cleveland, has accepted a job offer outside of higher education and will no longer be able to serve in this role. In addition to his current position, Jon has served as Conference Chair-Elect and Conference Chair. We're going to miss Jon but we're also excited to have the opportunity to bring a new person to the Executive Board. Jon will continue to fulfill his responsibilities until a suitable replacement can be found.

If you're interested in this position, please contact WCPA President, Angie Bong, at bongal@uwec.edu.

Meet WCPA's new Conference Chair – Elect!

Hello! My name is Mandy Briggs and I am very excited to serve for the first time on the WCPA Executive Board as the Conference Chair-Elect. I was born and raised in Pleasant Prairie, Wisconsin. I completed both my undergraduate and graduate work at UW Oshkosh. Currently I work as a Residence Hall Director for UW Oshkosh in one of its first year residence halls. I enjoy working with undergraduate students and helping them get engaged and discover their potential. I spend my vacation time traveling the country to attend Bon Jovi concerts and I am also a die-hard Milwaukee Brewers fan.

ACPA & NASPA Consolidation: Implications for WCPA

Angie Bong, President

Many of you may be aware that ACPA and NASPA have been engaged in conversations since July 2009 about the possibility of consolidating both organizations to form a new, unified association. As part of the exploratory process, ACPA and NASPA formed several subcommittees with representatives from both organizations to look at factors that would impact a consolidation effort, which included a subcommittee on Geographic Organization. The subcommittee was charged with looking at the existing ACPA State and International Divisions and NASPA Regions, and providing recommendations for a new geographic structure.

After several months of talking with various constituencies and soliciting feedback, recommendations from the subcommittees were incorporated into a final *Proposal for the Consolidation of ACPA & NASPA* that was presented in October 2010. The final proposal outlines geographic Districts that will be determined based on distance and location, membership, District commonalities, and history of existing relationships within a District. In addition, the proposal calls for State Associations to be formed under the governance of the District.

The consolidation discussion created many questions about what consolidation would mean for WCPA. The consolidation proposal's call for State Association inclusion in the geographic organization of a new association is indicative of their importance in providing accessible and affordable professional development opportunities for all constituents. However, according to the FAQs on the ACPA website, the following statement has been issued about existing state and international divisions should consolidation occur:

State associations and regions that currently operate under the auspices of ACPA or NASPA would dissolve with the dissolution of ACPA and NASPA. Where there is continued interest, state entities and their governing bodies would be re-formed and operate within districts under the New Association. State entities would not operate as separate 501(c)3 organizations; those state associations which currently have separate 501(c)3 status would need to dissolve in order to be recognized as part of the New Association. Specific mechanisms to foster communication, shared decision making, and leadership representation within districts would be developed as part of the transition/implementation process.

As an independent 501(c)3, WCPA can legally exist as a stand-alone entity without affiliation with any umbrella or parent organization. Should consolidation occur, there will need to be significant discussion regarding WCPA's future as an organization and whether or not it will dissolve to allow for a new state organization affiliated with the new association, or if it will remain an independent entity. Those conversations will be difficult, with many issues to consider, including, first and foremost, what is in the best interest of our membership. Whatever decision is made, we are committed to a process that will honor and retain the history and legacy of WCPA. Should consolidation occur, we will be looking to our membership to help us decide the future of our association.

Recently, ACPA members received notification that NASPA had approved sending the proposal for consolidation to their membership for a vote. ACPA will do the same. WCPA encourages each of you to read the Proposal for the Consolidation of ACPA & NASPA, and if you are member of either or both organizations, to make your voice heard and vote. Voting will take place in March and April 2011. Whatever your position on consolidation, get involved, and be part of this historical moment for the student affairs profession.



Wisconsin College Personnel Association (WCPA) 2010 Awards List

Randy Thrush WCPA Leadership Award

The Randy Thrush WCPA Leadership Award is presented to an individual who has demonstrated outstanding leadership and service to the Wisconsin College Personnel.

Recipient: Carolyn Bell, University of Wisconsin-Madison

WCPA Annabelle E. Wolf Outstanding Service Award

The Annabelle E. Wolf Award for Outstanding Service in College Student Personnel is presented to an individual who has contributed significantly to and/or within the college student personnel profession.

Recipient: Jodi Thesing-Ritter, University of Wisconsin-Eau Claire

WCPA Nora McGuire Outstanding Professional Award

This award is designed to recognize an outstanding professional who has served the student affairs field.

Recipient: Tim Schmidt, University of Wisconsin-Stevens Point

WCPA Support Staff Recognition Award

The support staff recognition Award is designed to show appreciation to one of the support staff members on campuses in Wisconsin (custodial, administrative assistant, food service employee, etc.) Nominees cannot be in a professional or paraprofessional staff position. This person should interact regularly with students and staff and understands their mission to serve students and their department.

Recipient: Sarah Forcier, University of Wisconsin-Eau Claire

WCPA New Professional Award

This award is designed to recognize and encourage contributions and / or potential in the field of student affairs by an ambitious and dedicated new professional.

Recipient: Ann Grissman, University of Wisconsin-Stevens Point

WCPA Program Award

The Wisconsin College Personnel Association is committed to recognizing outstanding programs and events on your campus. Up to two program awards are given each year at the fall conference.

Recipient: Amy Tavidian, Concordia University of Wisconsin

WCPA Showcase Award – “The Resume Spa: Pamper Your Professional Self”

Showcase award is given to the outstanding program presented at the WCPA fall conference. The winner of the award has their program submitted for the ACPA annual conference.

Recipient: Sheila Keaton, University of Wisconsin-Madison



Commission Corner

Updates from the WCPA Mental Health Commission

The Mental Health Commission is working to bring you information that you can use in your work with students that are dealing with a wide range of mental health issues on your campuses. In order to help us get out relevant information, we would like to encourage you join the WCPA Mental Health Commission (MHC) online at <http://mywcpa.org/commissions/commissions.php> and post any relevant questions, concerns, or issues that you have been dealing with on your campus. It would also be beneficial to WCPA members to post things that you have seen your campus do effectively in addressing the mental health of students. In addition, you have the ability to post in reply to any of the articles or other information members of the MHC have posted on the blog. Please continue to look at the WCPA MHC blog link at <http://mywcpa.org/commissions/mh/> to see updates and interesting articles posted by the MHC members. I encourage you to continue to be aware of mental health issues that your students may be struggling with and continue to link them with the help that they need on and off campus. Please use the blog as another resource for information and consultation. Representatives from the MHC will also be present at the April PDI. We look forward to seeing you there. Thanks for all the work you do!



Reducing the counseling stigma on college campuses: is increased outreach the answer?

Kelly Melvin, MSE, NCC



An article submitted to the WCPA Mental Health Commission blog by Jenny Gabler raised the aforementioned question in my mind. Many non-profit organizations, churches and other civic minded groups have an outreach team to get in touch with the population they are serving. They have proven effective for getting in contact with a population in need when that population may not have the knowledge and/or means to get resources. I am aware that there are several ways that student affairs personnel reach out to their students regarding this issue, including pamphlets, websites, behind the scenes triage teams, and presentations. Many of us bring up mental health issues when a student comes to us for that reason or, more often, for conduct reasons, or when we notice outwardly that something is troubling a student; but too often it comes as a shock when one of our students is “all of a sudden” talking about suicide and needing assistance in the middle of the night.

The need for mental health services on college campuses is on the rise and college counseling centers have trouble meeting the demand of the student population that reaches out to them. However, there still seem to be some students who are not getting the help they need and while, I believe, the stigma around getting help through counseling is lessening in some areas of the state more than others, I still think that stigma is a huge issue. Nevertheless, the more we talk about it, the less scary it becomes. Remember the first time you had to ask a student if they were thinking about killing themselves? My guess is that it has gotten easier for you over the years. I can't help but wonder what would happen if student affairs had an outreach team that reached out to students about their mental health in a more personal and active way. A non-profit organization I worked for right out of college had a street outreach team. This team went out on the streets every day, approached people and offered help and resources. Most of the people they found on the streets needed some form of help, whether it was as simple as getting a coat for the winter or getting that person enrolled in job training courses. Either way, the team was reaching a population that they would have missed completely had they not been out on the streets, approaching them.

I learned about an organization called Active Minds at the 2010 WCPA Annual Conference which seems to be the place where a lot of this outreach is happening. Active Minds is an organization that uses student voice to begin conversations about mental health on college campuses. Currently there are about 300 chapters in the U.S. including seven chapters in Wisconsin. If you are interested in finding out more about this organization or beginning a chapter on your campus, you can visit their website at <http://www.activeminds.org/index.php>. It may be a good place to begin outreach and further the reduction of mental health stigma on all of our campuses.

WCPA Graduate and New Professional Commission Update

The Graduate and New Professionals Commission is proud to report a successful return of the Case Study Competition to the conference this past fall! Three teams competed and the competition was judged by four WCPA Past Presidents; Paul Shepherd, Larry Davis, Mary Vahala and Jacque Bollinger. The combined team from UW Whitewater (Ellen Hatfield, Stephanie Kann, and Sadie Villegas) and UW Madison (Jason Brown) was awarded first place. The team from UW LaCrosse (Ryan Van Loo, Miranda Panzer, Jennifer Weber and Collin Zimmerman) and the individual from UW Whitewater (Shaylea Stensven) tied for second place. Special thanks to Tonya Trabant and Carolyn Bell for helping to write the case. Well done, everyone!

Sheila Keaton
Commission Chair



Update from the Professional Development Commission

Welcome to 2011, WCPA! The Professional Development Commission hopes that your holidays went well, and that you are enjoying the new year!

For anyone who missed the 1st Annual Book Club at the October Conference, here's a recap: The book that was chosen was Switch: How to Change Things When Change is Hard, by Chip and Dan Heath.

The group that met at the conference to discuss the book had some really great discussion.

The book has handouts that came in handy for our discussion. One hand out breaks it down: *For things to change, somebody somewhere has to start acting differently. Maybe it's you, maybe it's your team. Picture that person, or people. Each has an emotional "Elephant" side and a rational "Rider" side. You've got to reach them both. And you've also got to clear the way for them to succeed. In short you must do three things:*

- *Direct the Rider*
 - *Follow the bright spots- Investigate what's working and clone it*
 - *Script the critical moves- Don't think big picture, think in terms of specific behaviors*
 - *Point to the destination- Change is easier when you know where you're going and why it's worth it!*
- *Motivate the Elephant*
 - *Find the feeling- Knowing something isn't enough to cause change. Make people feel something*
 - *Shrink the change- Break down the change until it no longer spooks the Elephant*
 - *Grow your people- Cultivate a sense of identity and instill the growth mindset*
- *Shape the Path*
 - *Tweak the environment- When the situation changes, the behavior changes. So change the situation*
 - *Build habits- When behavior is habitual, it's "free"- it doesn't tax the Rider. Look for ways to encourage habits*
 - *Rally the herd- Behavior is contagious. Help it spread!*

If you are interested in more information go to the WCPA Professional Development Page at: <http://mywcpa.org/commissions/pd/>

Or Contact Maigan Wipfli, WCPA Professional Development Commission Chair at wipflim@uwec.edu.

Last but not least, we are looking for a book for next conference. If you have any ideas, pass them along!

Diversity and Social Justice Commission Update

Hi WCPA! This is Mai Lo Lee from UW-Green Bay. I am the commission chair for the Diversity and Social Justice Commission and the past four months has been very busy for us. The Commission developed an educational film share program. This is a passive learning opportunity for its commission members. The chosen DVD is "The Canary Effect." It is a documentary that takes an in depth look at the devastating effect that US policies have had on the Indigenous people of America. The DVD is traveling to Columbia College of Nursing, Madison College, Beloit College, UW-Eau Claire and UW-Milwaukee. This learning opportunity seems to be very well received by its members! In addition, the website is actively used and articles are well-supplied by its members. Please check out the diversity articles, network of commission members and diversity conference links on the website (<http://mywcpa.org/commissions/diversity/>). Lastly, it is the hope of the Diversity and Social Justice Commission to have a diversity and social justice programming table at April's PDI at UW-Oshkosh. This will be an opportunity for WCPA members to share what's happening on their campus relating to diversity and social justice program. WCPA members, along with Diversity and Social Justice Commission members are encouraged to bring flyers, t-shirts, posters, films, etc. If you are interested in being more active in the Diversity and Social Justice Commission, feel free to me at: lom@uwgb.edu.

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Leadership and Involvement Commission

Shannon Gerke Corrigan

Recognizing and developing leadership amongst students is central to what I and many others in this field do on a daily basis. While this is an exciting position to be in, finding new and innovative ways to do this can be challenging. How do I find those students with leadership potential who don't fit the traditional "Student Affairs" mold? Is there a way to help re-direct leadership that leads to negative consequences in a more pro-social direction? Is there a way to help faculty recognize more diverse leadership styles and foster those in the classroom? While I find myself pondering these questions, taking action on them when I already struggle to find time to fill my daily duties does not happen as much as I would like.

This topic was discussed at this past October's Leadership and Involvement Commission meeting at the Fall Conference – How can we make developing leadership easier? What we decided is that, often times, we have all come up with *one* innovative idea – if we could put all of those in one place, then we could develop a true resource for professionals looking for a new idea, or even just inspiration to pursue an idea of their own. Please visit the Leadership and Involvement Commission's blog (<http://mywcpa.org/commissions/leadership>) over the next few months – each of the commission members will share an idea that they have had for some way to promote leadership. Some will be more developed than others, but we hope all of them will provide you with some level of inspiration. Please post feedback and your own ideas on this blog as well. Help us to create a living space where we can all better learn to foster leadership!

Update from WCPA's Treasurer

Dear WCPA Members,

The beginning of a new year has traditionally been a time to reflect on the past, but also set new goals for the future. In this newsletter I want to bring to your attention the financial position of WCPA as a way of linking the past with our plans for the future. I would suggest that our financial health is a reflection of our past success and a board dedicated to good stewardship. Our present financial condition now provides the foundation that allows WCPA to implement many of the ideas and initiatives that you will read about in this and future newsletters.

Our current cash position is \$20,684, which includes all the revenues and expenses from our fall conference. In addition to the typical conference expenses, the board voted to invest in four projectors at a cost of \$2,491. I say invest, since owning our own projectors will allow us to provide this equipment to conference presenters and thus avoid "renting" the projectors, at considerable cost, from the conference hotel. Another major purchase this year has been the 300 4GB promotional memory sticks, which we obtained at a cost of \$3,650. I mention these two items because first, the expenditures may not be entirely evident from our financial statement. Second, these were purchases that were made with the needs of our current and future membership in mind.

I would now like to return to my initial comment concerning future initiatives by asking each of you how we, as an organization, can continue to best serve the interests of the membership. To name just two, the board has discussed ideas such as providing additional conference support to students and awarding scholarships. However, I invite each of you to consider this question and share your ideas with each other and the board.

Thank You,
Peter Rejto, Treasurer

2010-11 WCPA Executive Board

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