

REGIONS REPORT

2012



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Introduction and Past Considerations

As the second full year of the new regional structure is completed, the regional directors have taken over the annual responsibility writing a report related to regional achievements, assessment, and future directions. Not only was this encouraged by the Regional Restructuring Task Force as an annual process and activity; the regional directors believe it is critical to conduct this assessment. This report is to be prepared annually with the intention of being shared with the Association leadership at the annual conference. Not only does the report ensure that regions are able to benchmark to each other's strengths, but also learn from other regions' challenges. Note that each region has also provided highlights and achievements from the year.

In the first two years, the restructuring resulted in shared processes such as volunteer selection, common organizational chart, position descriptions, and budget procedures, which have not only allowed for consistency between regions; they have also ensured equitable knowledge and support. It is the regional directors' responsibility to find the appropriate balance of "givens" and "flexibles"—givens being the shared practices by all regions, and flexibles being the choices each region should be making based on their own unique identity, needs, and volunteers. When appropriate, the regional directors may determine that a process or rule be standardized by all regions and/or impose a policy or guideline with the support of the Central Office.

This document serves as a comprehensive report that reviews prior goals and action items determined from its preceding report. This first year, the final recommendations provided by the Regional Restructuring Task Force are reviewed, which also includes comparable data sets and measures from a number of different perspectives. Each data set will be followed by a brief synopsis and written assessment that may provide direction for future regional directors and their regional leadership teams.

The regions exist within a larger organization. As such, it is important to review other Association assessment tools and documents. For example, this year, the Board of Trustees has adopted a new strategic plan, and this report includes notes and action items that relate to regional aspects of this plan. The goal is for future regional directors to continue to review other ACUI assessment tools and documents in a given year using a regional lens.

The last section of this report includes future recommendations for the regions as a collective. These recommendations have been thoughtfully discussed by the current regional directors and are supported by evidence. Each recommendation includes a clarification whether the action item is shared by the regions or if each region is to act independently in addressing the recommendation. Finally, when appropriate, the recommendations provides a timeframe and designates a party or parties that shall be tasked with the execution of those recommendation(s).

Regional Restructuring Task Force Recommendations Review

Final RRTF 2014 Recommendations for Regional Directors by Category

- *Volunteer*
 - Develop a communication plan between the Regional Leadership Teams and Regional Conference Planning Teams across the Association.
 - Develop a new refresher training for returning Regional Leadership Team members.
 - Utilize ACUI 101 exclusively for new volunteers and consider adding a regional aspect.
 - The online resources need to be organized in one location for volunteer groups.
- *Branding*
 - The process for sending regional communications needs to be reexamined to make sure it supports the regional activities. It is difficult to figure out if it is the process or lack of training/understanding that is making things difficult for volunteers to communicate with regions.
 - Develop a promotional plan for regional programs to external members/regions.
- *Finance*
 - Maintain consistent prices throughout the regions to eliminate disparities.
 - Develop written guidelines and strategies for budgeting which allow for dialogue and transparency, including a process whereby regions can spend operating surplus from the previous year.
 - Consider having business managers participate on both RLT and CPT calls/meetings.
 - Ensure that regional educational programs (aside from the conference) are planned and priced for a positive bottom line.
 - The second year of the transition should allow for a better understanding of the budget process.
- *Scholarship and Awards*
 - Publish and communicate a detailed scholarship and award yearly timeline.
 - The minimum regions are required to have is \$2,500, but they can certainly increase that amount.
 - Consider developing a plan for regional endowments.

2015 Regional Director Review and Action on 2014 Recommendations

- *Volunteer*
 - Communication between Regional Leadership Teams and Regional Conference Planning Teams has developed individually for each region. Each region is developing its own avenue for working with each team (e.g., communications coordinator is a member of the Conference Planning Team vs. an ex-officio of the team) and has left that decision to each region. There are online resources available in one location for each volunteer group. In addition, ACUI 101 is being used for new volunteers; however, there is still a desire to see a refresher training developed by the Volunteer Development Team for continuing Regional Leadership Team members or a short reminder of ACUI 101.
- *Branding*
 - The regional communication process has been examined and has been clarified for all parties involved, including the membership. Communication to the regions is more streamlined than before the regional restructure. That being said, there is still room to grow in this area, including potential for growth in the use of the “brand” in creative ways.
- *Finance*
 - Pricing has become more consistent among regions to eliminate competition, with the costs for conferences being relevant to the locations. In many regions, the business managers are participating in both RLT and CPT calls to ensure clear communication and transparency and assisting with creative ways to be fiscally responsible. Although challenging for some regions, regional educational programs are planned and priced for a positive bottom line. It would be advisable for non-conference face-to-face programs to also have a price range developed.
- *Scholarship and Awards*
 - Regions are working together to communicate the timelines for scholarships and awards deadlines to make it easier for ACUI members to understand when they should apply or nominate. Each region is

providing at least \$2,500 in scholarships and awards for their region, and most are going beyond in order to better serve the membership. Endowments have not been reached; however, all regions are aware of the concept, and a few are discussing possibilities of launching them in the near future.

Additional Region Restructuring Task Force Recommendations

- *The core recommendations made for the regions under leadership have been completed. However, there is a continued effort in the following:*
 - The regional directors continue to evaluate the Regional Leadership Team structure and each position as needed. The group completed this task this past year.
 - Development and implementation of volunteer evaluation tools, including standards of accountability. This continues to be evaluated by the regional directors and leadership team to ensure the most effective use of a tool to maximize the experience for volunteers.
 - Regional Leadership Team handbook development: while each component group may be working internally on establishing their own guidelines and operating procedures, there may still be a need for additional materials for groups during transition times.

- *The core recommendations made for the regions under geography are ongoing. However, the regions and their leadership make this a priority by the following:*
 - Cross-promotion of events and services, including regional conferences, face-to-face educational programs, and online programming to permeable regions. Most importantly, allowing for students to attend programs if their institution can financially support their attendance. This also includes educational opportunities on the borders of regions for opportunities of cross-regional education.
 - Supporting the qualification that Regional Leadership Team members must be at a member institution within their region. The regional directors have seen turnover due to this—some due to membership, some due to volunteers moving regions—and have looked to their team to take on the responsibility of fulfilling those roles when needed.
 - Working with the Central Office and communications coordinators to promote all programs and services when possible, starting with the home region and cross-promoting in partnership.

- *The restructuring of the regions took the geography of the Association into another direction, which also tasked the regions with being open to permeability, but also strengthening the new regions, a tough task in the first few years.*

Regional Highlights

All Regions/Regional Directors:

- The Regional Leadership Team (RLT) organization chart was modified with all RLT members reporting directly to the regional director. The regions are permitted to operate and organize their teams as desired as long as all positions and reporting structures remain the same.
- The regions modified the membership coordinator position to include the duties of international engagement.
- The student regional director position was renamed to the student involvement coordinator, and the position description was modified slightly.
- The regional directors adopted a new guideline for any committee/team of ACUI when requesting time and space at regional conferences. This guideline will be shared broadly with all ACUI committees, program teams, communities, etc.
- The regional directors partnered to host a Regional Director Town Hall for potential volunteers interested in running for election to the position. The town hall was successful and is recommended to continue hosting a similar program.
- Regional conference sites for 2017 were selected.
- The selection process for regional conferences was modified from a 27-month advance process to an 18-month advance. For example, the 2018 regional conferences will now be selected at the 2017 annual conference. All campus host bids should also include hotel rates and availability of hotel on hotel letterhead.
- High and low registration rates for 2016 regional conferences were set.
- Guidelines were developed with the Central Office to guide the process for regions to access and invest any surplus operating dollars.
- Beginning in 2016, the regions shall do a mid-year budget update with the Central Office in August.
- It was determined that any “interest investment income” earned by regional accounts will go directly to that region’s scholarship account automatically.
- The regions decided to permit the deadline of the Regional Conference Planning Teams selection to vary by region with a final deadline of Dec. 4. Many regions set their deadline prior to the final deadline.

Region I:

- 279 participants registered and attended the 2015 regional conference at the University of Nevada–Las Vegas with a total of 133 students; 49 educational sessions were offered
- Region I raised \$4,051 toward scholarships with silent auction, drag bingo, T-shirt sale, fund run, and professional breakfast.
- The region funded five scholarships—two to I-LEAD®, one to the 2016 annual conference, one to IPDS: New Professionals Orientation, and one to the Women’s Leadership Institute.
- The region recognized the following regional members:
 - Matt Cameron Outstanding Student Award – Stephanie Jerome, University of LaVerne
 - Staff-Driven Program of the Year – Mollique Johnson, Alliant International University
 - Inducted one member to Region I ICONS – Raymond “Chip” West, University of LaVerne
- The region offered two face-to-face programs—one focused on sustainability, and one on operations and facilities.
- The region hosted two webinar programs—one focused on gender-neutral restrooms, and one on disability awareness.
- The 2016 region conference will be at University of California–Berkeley.
- The region also hosted the first I-LEAD® Connect program at California State University–Dominguez Hills, which was a success.

Region II:

- 154 participants registered and attended the 2015 regional conference at the University of Kansas with a total of 78 students; 29 educational sessions were offered
- Region II raised \$1,605 toward scholarship between two auction programs at the regional conference.

- Two student scholarships to I-LEAD® were funded, along with one full and one partial scholarship to Women’s Leadership Institute.
- The following regional members were recognized for achievements:
 - Rising Star Award – John Buckley, Kansas State University
 - Shirley Plakidas Outstanding New Professional Award – Lauren Sposato, University of Houston
 - Bernard Pitts Role of the College Union Award – Freshmen Leaders in Progress (FL!P), University of Texas–Austin
 - William H. Smith Outstanding Professional Award – Zane Reif, University of North Texas
 - Shirley Bird Perry Distinguished Service Award – Dr. Thomas Lane, Missouri State University
- Corporate partnerships showed great improvement in 2015 with six sponsors for the regional conference and three additional exhibitors.
- Region II held a Student Leadership Summit Drive-In at Missouri State University with 18 participants.
- Region II hosted three online learning programs with a total of 91 live attendees.

Region III:

- Region III provided four Showcase Series education programs including University of South Florida–St. Petersburg, University of North Carolina–Charlotte, Furman University, and Emory University. Topics included assessment, operations and facilities, trainings, retention, creating identities, and feedback from community. Showcases provide institutions in the region the opportunity to open their doors to other union professionals so that their peers and students can see what they do best and provide learning experiences away from their own campus. Each one-day workshop includes facilities tours, educational sessions, best practices, and networking.
- Region III hosted three online learning programs, including a collaboration with Region V called Supporting Transgender and Gender Nonconforming Students in the College Union.
- Online spotlights were launched, showcasing the talents of students and staff around the region as part of the inclusivity coordinator’s role. These will be archived on the website.
- 219 delegates attended the 2016 regional conference at North Carolina State University, including 102 students; 48 educational sessions were offered
- The regional conference live auction funded two scholarships to the Women’s Leadership Institute—the first in less than five minutes. Overall auction brought in \$2,970.05. Two I-LEAD® scholarships and two IPDS scholarships were awarded, and additionally, a monetary award is included in two awards that can be used toward any upcoming ACUI program.
- Corporate partnerships at the regional conference exceeded the 2014 numbers. Justin Janak, corporate partnerships coordinator, already has verbal commitments for 2016 and continues to work with the Central Office on cultivating those relationships.
- Three awards were added this year to recognize programming, mentoring, and outstanding undergraduate leadership. The regional award winners included:
 - Smith-Steele Award for Professional Staff – Kim Harrington, Georgia Institute of Technology
 - Outstanding Volunteer – Trinity Gonzalez, Florida State University
 - New Professional Award – Emily Fox, Tallahassee Community College
 - Student Union/Campus Activities Program of the Year – Multicultural Week 2014, Southern Mississippi Activities Council, University of Southern Mississippi
 - Outstanding Advisor-Mentor Award – Dwayne Isaacs, University of South Florida–St. Petersburg
 - Outstanding Undergraduate Student Leader Award – Elyssa Klipsch, University of Southern Mississippi

Region IV:

- 196 participants registered and attended the 2016 regional conference, “*Leading from the Center,*” held at Oregon State University; 30 unique institutions attended this year. Participants included 74 undergraduate students and six graduate students.

- Two I-LEAD® scholarships were awarded to deserving students, as well as two regional conference scholarships, and one annual conference registration scholarship.
- Region IV presented an award for Outstanding New Professional.
- The Region IV newsletter was distributed in May and was read by 158 people.
- The current Region IV Facebook page has 244 likes, which is an increase of 54 people from this time last year; the best Facebook post reached 518 people in one day.
- The current Twitter followers are at 145, which is up 43 from the previous year; during October, Region IV's tweets made over 2,100 impressions.

Region V:

- 259 participants registered and attended the 2015 regional conference, “Igniting Innovation,” held at University of Minnesota–Twin Cities, including 129 students. Not only were these numbers above goal, but over 60% of regional member institutions were in attendance.
- The regional conference had a diverse slate of keynotes including: Tim Mousseau as opening keynote; Dr. John Taylor, ACUI; Dr. Joi Lewis; and the addition of ACUI Talks debuted at this year's conference—speakers focused on the areas of art in the union, inclusivity, and faculty relationships. ACUI Talks speakers included Alfonso Wenker (diversity and inclusion); Letitia Kenemer (art in the union, inclusive spaces); and Amanda Cashman (Rock Your Talk).
- Sponsors included A'vaind, CampuSPEAK, and in kind donations from UM–Twin Cities and Joi Unlimited.
- The following regional members were recognized for their achievements:
 - Undergraduate Student of the Year Award – Alex McLean, Marquette University
 - Graduate Student of the Year Award – Caitlin Cohn, University of Minnesota–Twin Cities
 - Rising Star Award for New Professionals – Jacob Waldner, North Dakota State University
 - Inspiring Vision Award for Mid-Level Student Affairs Professionals (2 awards given) – Ashley Katz, Western Illinois University; and Brent Freeman, University of Nebraska–Lincoln
 - Susan Maul Distinguished Service Award – Corbin Smyth, University of Minnesota–Duluth
- In 2015, the RLT/CPT held a joint meeting in March due to the creation of liaison RLT relationships with the CPT. Having both teams together to talk about the regional conference proved to be beneficial for everyone.
- Five issues of *Fun in Flyover Country* were published, and Kat Shanahan won the 2015 Earl Whitfield Regional Outreach Award for this publication.
- Region V awarded more than \$3,000 in scholarships. In 2015, six scholarships were presented for the upcoming year. Recipients were:
 - I-LEAD® scholarships to:
 - Kalenna Kaske, Northern Illinois University
 - Mackenzie Daines, University of Wisconsin–Oshkosh
 - IPDS scholarship to: Danny Steiner, Creighton University
 - Student Organizations Institute scholarship to: Julie Gniewek, University of Wisconsin–Oshkosh
 - Women's Leadership Institute scholarships (recipients received half of the registration fee) to: Jordan Andersen, Creighton University; and Samantha Martens, University of Nebraska–Lincoln
- The 2017 regional conference host site was secured to be at the University of Wisconsin–Milwaukee (Oct. 27–29, 2017).

Region VI:

- Attendance at the 2015 regional conference was doubled compared to 2014.
- Region VI had the most individual donors for the ACUI's inaugural Day of Giving event.
- More than \$1,300 were raised through the regional conference silent auction.
- Another successful driving tour was hosted with 25 participants from across the region.

- Regional award-winners included:
 - Gretchen Laatsch Outstanding Service Award: Gail Sutton, George Mason University
 - Bob Rodda New Professional Award: Ryan Clemons, Indiana University–Bloomington
 - Winston Shindell Emerging Leader Award: Ali Doehring, University of Akron
 - Colleen Hennessy Graduate Student Award: Robert Lane, University of Michigan–Ann Arbor
 - Colleen Hennessy Undergraduate Student Award: Kyle Daily, University of Akron
- Total sponsorships and in-kind donations were valued at \$15,545.

Region VII:

- At the close of 2015, the region has 92 member institutions (compared to 97 in 2014). Eleven schools are two-year schools; there continue to be no members from Quebec, Canada.
- Two face-to-face programs were hosted in 2015 beyond the regional conference:
 - Next Defining Moment Student Workshop, Rutgers University (33 attendees)
 - Student Union Showcase Drive-In, Pennsylvania State University–University Park (47 attendees)
- Four online learning programs were hosted and/or co-hosted in 2015 with live attendance of 210 participants.
- 259 participants attended the regional conference, “*Inspiration Everywhere!*” held at Temple University. 51 schools attended the regional conference, with 112 undergraduate students and 22 graduate students.
- Allocated five I-LEAD® scholarships and two annual conference scholarships benefitting five undergraduate students, one graduate student, and one professional.
- Further developed episodic volunteer opportunities to include four different pathways to get involved beyond the RLT and Regional Conference Planning Team. Those are the Educational Programs Sub-Team, Membership and Inclusivity Committee, Awards and Scholarship Review Committee, and Conference Program Host Team (limited to immediate schools/members near conference).
- The Region VI scholarship fund raised \$6,446 at the regional conference to support future regional scholarships and activities. This will increase the number of scholarships allocated in 2016.
- Region VII had a good year with corporate partnerships, with a strong in-kind support through donations and contributions, in particular. However, cash sponsorships fell shorter than the 2014 number.
- The following regional program sites have been secured:
 - Next Defining Moment Student Workshop – Stevenson University (April 1-3, 2016)
 - Regional Conference – University at Maryland–Baltimore County (Nov. 2-5, 2017)

Region VIII:

- 242 registered delegates for the 2015 regional conference at Southern New Hampshire University—30 delegates from outside the United States, representing Canada, England, Ireland, and Scotland; 132 first time attendees; 55 institutions represented; and 35 graduate students. New initiatives included: unplugged challenge featuring networking lounges and a new conference notebook format; Friday evening dialogue about race, activism and your role on campus; and a paint night fundraiser. The international program featured a two-day workshop on student leadership programs and a half-day train-the-trainer experience, as well as visits to member schools in Boston and New Hampshire.
- Region VIII generated \$5,300 through corporate partners and sponsorships at the regional conference.
- The Conference Management Team program was continued to offer episodic volunteer opportunities to undergraduate or graduate students interested in a career in student affairs.
- The annual “Drive Around” featured institutions along the MBTA route on two separate days in July, touring seven institutions in the Boston area with 15 participants the first day and 21 participants on the second.
- Region VIII hosted five online learning programs with 292 participants: Senior Week Best Practices, Marketing Your Leadership Skills, Student Employee Training Best Practices, Presentations that Pop (with Region VII), and Veteran Student Experiences and Support on Campus (with Region II).

- Nine scholarships were distributed: two I-LEAD®, three regional conference, and four professional development.
- A total of 27 nominations were received for regional awards, and six recipients were selected.
- A total of \$4,020 was generated for scholarships at the regional conference auctions and fundraising events.
- An international study tour was hosted in June with 21 participants traveling to Scotland to tour universities and learn with the National Union of Students (NUS). Many of the connections and experience on this five-day tour resulted in several regional conference education proposals from international delegates.
- The 2017 regional conference location was selected as the University of Massachusetts–Boston. Geoff Combs will serve as the regional conference coordinator.

2015 Regional Town Hall Summary

Each region hosted a Town Hall meeting, either in person at the regional conference, online, or both. For consistency, Regional Leadership Team members used the same questions. Questions included:

- *We are ending our second year as a restructured region; in what ways has the new region positively and/or negatively affected your ACUI experience?*
- *Is the region meeting your needs and expectations as a member of ACUI?*
- *Outside of the regional and annual conferences, what ACUI educational offerings are of most benefit to you and your campuses?*
- *What educational and/or volunteer opportunities could/should ACUI provide?*
- *What are your opinions on the outlined ACUI strategic plan discussed here by the member of the Board of Trustees?*
- *What suggestions and ideas do you have to improve the region?*
- *How could the regions play a part in getting students more involved in the association?*
- *In what ways could the region assist the association in moving forward with diversity and inclusion?*
- *How do you obtain regional information (conference updates, news, blog, social media, email, etc.)?*

In each of these conversations, themes emerged across the Association. As the second year ends in the restructured regions, feedback on the regions highlighted some of the benefits and challenges of the new geography.

- Opportunity to build new relationships, increase diversity of institutions, permeability, expanded network.
- More structure to the Regional Leadership Team positions, regional conference representation of Central Office and Board of Trustees members.
- More online education opportunities.
- Better training, more positive volunteer experience.
- New geography creates travel issues, both time and budget wise. Some members have to choose between regional and annual programs because of cost.
- Large member base has limited opportunities for host institutions; small schools do not have space to hold programs. Potential to outgrow ability to host regional conference at an institution.
- Regions don't share the same history; have to make it a point to share legacy stories so all feel included (i.e., named awards or scholarships).

In terms of education outside of the regional and annual conferences, members benefited most from regional drive-in workshops and online learning programs. Other cited programs included I-LEAD®, Women's Leadership Institute, and College Unions Poetry Slam Invitational. Members cited the need for additional graduate student programming opportunities, collaborating with other associations, and mentoring new professionals. Regions should continue to utilize permeability and partner with other regions on educational programs, both online and in person.

Another theme that emerged in the Town Hall conversations was how regions can assist the Association with diversity and inclusion. Regions are looking for more information from the Association about what is happening in this area. Participants suggested picking a few areas to focus on improving. Regions can be more intentional with selecting diverse educational sessions, talking to campus multicultural offices to include more professionals in ACUI programs, and better outreach to promote volunteer and career opportunities. Other suggestions included preconference workshops and socials at the annual conference to help with recruitment and retention of special interest groups.

Regions generated several suggestions for new ideas during their conversations including:

- Creating a nomination form for volunteer opportunities.
- More outreach to historically black colleges and universities in each region.
- Regional support for the sectional model of recreation tournaments and programs.
- Repeating webinars to accommodate different time zones.
- Getting students involved with group registration rates (e.g. register 10, get 1 free).
- More opportunities for study tours/travel abroad.

Overall, members felt ACUI was meeting their needs. Town Hall participants felt their voices were heard during and after the restructuring, and they were able to provide feedback on the process. There have been increased educational opportunities, in person and online, that provide valuable resources to members. Other highlights from regional conversations were diversity and inclusion, engaging volunteers, and increasing undergraduate and graduate student involvement. One region recommended repeating this Town Hall opportunity at regional conferences annually to check in, review the year, and provide suggestions for the future.

By the Numbers: Regional Data Analysis

Membership

Member Institutions by Region						Professional Members by Region									
Region	2014				2015				Yearly Variance	Region	2014		2015		Yearly Variance
	# of Member Institutions	% of Membership	New Institutions	Dropped Memberships	# of Member Institutions	% of Membership	New Institutions	Dropped Memberships			# of Professionals	% of Membership	# of Professionals	% of Membership	
Region I	51	10%	5	3	53	10%	3	2	2	Region I	332	11%	321	11%	-11
Region II	56	11%	3	4	61	12%	5	2	5	Region II	355	12%	358	12%	3
Region III	71	14%	4	3	65	13%	2	8	-6	Region III	382	13%	359	12%	-23
Region IV	56	11%	5	4	55	11%	2	3	-1	Region IV	318	11%	322	11%	4
Region V	66	13%	4	5	61	12%	0	6	-5	Region V	459	15%	446	15%	-13
Region VI	62	12%	1	6	59	11%	4	8	-3	Region VI	436	15%	408	14%	-28
Region VII	97	19%	5	6	95	18%	5	7	-2	Region VII	472	16%	475	16%	3
Region VIII	65	12%	8	4	65	13%	5	5	0	Region VIII	236	8%	240	8%	4
Total Membership	524		35	35	514		26	41	-10	Total Membership	2990		2929		-61

Region	2014 Drops and Adds by Region	
Region I	New Members	Institute of American Indian Arts, Kauai Community College, Otis College of Art and Design, Pomona College, Unicentre Limited
	Dropped Members	Arizona State University Polytechnic Campus, Marymount College, Notre Dame De Namur University
Region II	New Members	Tarleton State University, Connors State College, Tulsa Community College
	Dropped Members	Baton Rouge Community College, Southern Arkansas University, University of Science and Arts of Oklahoma, Avila University
Region III	New Members	Savannah State University, Guilford College, Embry-Riddle Aeronautical University, Ringling College of Art and Design,
	Dropped Members	Armstrong Atlantic State University, Georgia Gwinnet College, University of Tampa
Region IV	New Members	Colorado School of Mines, Western State Colorado University, Salt Lake Community College, Oregon State University-Cascades, University of Regina
	Dropped Members	Colorado State University-Pueblo, Grays Harbor College, Green River Community College, Naropa University
Region V	New Members	Knox College, Gustavus Adolphus College, University of Wisconsin-Parkside, Mount Marty College,
	Dropped Members	Eastern Illinois University, University of Nebraska-Kearney, Illinois Institute of Technology, North Central College, The School of the Art Institute of Chicago
Region VI	New Members	Bridgewater College
	Dropped Members	Bowling Green State University, Durham College, Earlham College, Indiana Wesleyan University, Shawnee State University, University of Toronto
Region VII	New Members	New York University, Farmingdale State College, Saint Peter's University, Millersville University of Pennsylvania, Medgar Evers College
	Dropped Members	Clarkson University, Cornell University, Niagara County Community College, Princeton University, Barnard College, Essex County College
Region VIII	New Members	Clark University, Fairfield University, University of Leicester, Trinity College, Johnson & Wales University, College of St. Joseph, University of Limerick, Landmark College
	Dropped Members	University of Bridgeport, Nichols College, National University of Ireland-Maynooth, Salve Regina University

Region	2015 Drops and Adds by Region	
Region I	New Members	Alliant University, California State University Maritime Academy
	Dropped Members	University of Southern California, Pomona College
Region II	New Members	Angelo State University, Lamar University, Saint Louis University, University of Arkansas-Pine Bluff, McMurry University
	Dropped Members	Connors State College , Lincoln University
Region III	New Members	Western Carolina University, University of Tennessee-Chattanooga
	Dropped Members	Gardner-Webb University, Kennesaw State, Mississippi Valley State University, Southern Polytechnic State University, University of Central Florida, Wake Forest University, Florida A&M University, Guilford College
Region IV	New Members	Pacific University
	Dropped Members	Spokane Community College, Whitworth University, Oregon State University-Cascades
Region V	New Members	None
	Dropped Members	Loyola University Chicago, University of Minnesota-Crookston, University of Wisconsin-Superior, College of Lake County, Gustavus Adolphus College , Lake Forest College
Region VI	New Members	Hampden-Sydney College, Virginia State University, Capital University, University of Mary Washington
	Dropped Members	Averett University, Longwood University, Ohio Dominican University, University of Saint Francis, West Virginia State University, Wright State University, Youngstown State University, Bridgewater College
Region VII	New Members	Lock Haven University, Monmouth University, Seton Hall University, Washington College, Muhlenberg College
	Dropped Members	Adelphi University, Brooklyn College, Cedar Crest College, Farmingdale State College, Suffolk County Community College-East, Thomas Jefferson University, Medgar Evans College
Region VIII	New Members	Mount Ida College, Boston College, Brandeis University, Cardiff University, University of Leeds
	Dropped Members	Boston University, Connecticut College, National University of Ireland-Cork, Johnson & Wales University , Westfield State University

Though membership continues to be relatively stable, there are elements from a regional perspective that stand out. There appears to be a loss of some key “larger” schools. Other trends are speculative, such as cyclical memberships or membership based on ACUI professional arrival or departure. It might be a good idea to develop an “exit survey” phone call that can be conducted with dropped members.

Volunteerism

From March 2014–February 2015					
Region	# of RLT Applications	% of attendance at position specific meetings	# of times an RLT position became vacant	# of Regional CPT Applications	# of Regional CPT Members
Region I	12	48.4%	2	16	10
Region II	13	54.7%	1	13	8
Region III	13	61.1%	1	10	9
Region IV	11	58.9%	2	10	10
Region V	9	56.8%	3	6	6
Region VI	6	54.7%	1	10	7
Region VII	12	57.9%	1	20	9
Region VIII	7	62.1%	1	14	10
TOTAL	83.00	56.8%	12.00	99.00	69.00
AVERAGE	10.38	56.8%	1.50	12.38	8.63

From March 2015–February 2016					
Region	# of RLT Applications	% of attendance at position specific meetings	# of times an RLT position became vacant	# of Regional CPT Applications	# of Regional CPT Members
Region I	12	56.3%	3	11	7
Region II	6	71.1%	4	-	-
Region III	16	70.5%	1	10	8
Region IV	7	56.0%	3	7	7
Region V	7	62.4%	3	6	6
Region VI	16	61.7%	4	8	8
Region VII	12	63.5%	1	16	9
Region VIII	8	67.6%	1	17	11
TOTAL	84.00	63.7%	20.00	75.00	56.00
AVERAGE	10.50	63.7%	2.50	9.38	7.00

Volunteerism at the regional level has been fairly steady for 2015. On average across the region, 10.50 people applied for Regional Leadership Team (RLT) positions compared to a similar average of 10.38 last year. There has been an increase in attendance at the RLT position specific meetings with 63.7% attendance compared to 56.8% in the previous year. One area of concern is the number of vacancies in RLT positions. For March 2014–February 2015, there were only 12 position vacancies across all regions, but March 2015–February 2016, that increased to 20 position vacancies across all regions.

It is positive to see that there is steady involvement with regional volunteer positions. Moving forward, attention should be paid to retaining those volunteers or finding smoother transitions when vacancies arise. Many regions have created region-specific episodic volunteer roles to further expand engagement with members. It would be recommended to track this data beginning in 2016.

Communication Analytics

Social Media					
Region	2014 Facebook Likes	2014 Twitter Followers	2015 Facebook Followers	2015 Twitter Followers	2015 Instagram Followers
Region I	233	83	312	111	95
Region II	130	197	188	258	0
Region III	220	222	304	265	5
Region IV	192	101	244	145	0
Region V	206	243	242	278	0
Region VI	162	290	202	336	0
Region VII	247	245	323	320	84
Region VIII	229	528	293	590	8
Total	1619	1909	2108	2303	192
Average	202.375	238.625	263.5	287.875	24

Overall, there was an increase in social media followers across all channels between 2014 and 2015. Several regions have also started Instagram accounts to connect with their members and program attendees. The ACUI style guide provides an overview of expectations for branding and communications, and it also provides consistency for the regions. Regions should continue to utilize social media to communicate with members and moving forward, remaining current with social media trends as new technology develops.

2015 Email Communication							
Region	# of Emails Sent	Average Open Rate	Highest Open Rate	Email	Average Click Rate	Highest Click Rate	Email
Region I	20	21.80%	27.43%	ACUI Region 1 Scholarship	1.70%	3.64%	Region I, We Need Your Input!
Region II	19	20.48%	49.07%	Region II Conference Evaluation	3.62%	18.01%	Region II Conference Evaluation
Region III	19	21.35%	56.39%	Region III: See you in Raleigh	1.30%	3.96%	Region III: See you In Raleigh
Region IV	29	20.40%	55.67%	Region IV Conference Evaluation	3.55%	25.21%	Region IV Conference Evaluation
Region V	19	24.13%	55.97%	Region V: What to Bring to Conference	7.59%	67.00%	ACUI Region V: Battle of the Regions
Region VI	19	24.67%	63.91%	Region VI Conference Update	2.38%	12.43%	Vote in the Region VI Director Election
Region VII	27	21.15%	32.61%	ACUI Region VII: Episodic Volunteer Team Opportunities	2.13%	12.84%	ACUI Region VII Episodic Volunteer Team Opportunities
Region VIII	41	22.06%	52.97%	Region VIII Conference Guide	2.95%	22.03%	Region VIII Conference Guide
Total	193						
Average	24.125	22.01%	49.25%		3.15%		

Email communication statistics were only available for 2015, though should continue to be run each year for the

annual report. In total, 193 regional emails were sent last year, with the average number of 24 emails sent by each region and an average open rate of 22.01%. The most popular emails were in regard to regional conferences, whether it was what to bring, a schedule overview, or the conference evaluation. Other popular regional emails were to communicate volunteer opportunities or regional director elections. All regional emails are distributed through the Central Office, using the ACUI style guide for branding consistency. As outlined previously, each email subject line highlighted it was a regional communication.

It will be important to continue to track how ACUI members are getting information and how they prefer to receive information about programs, opportunities, and other ACUI updates.

Regional Conferences

2014 DATA											
DATE ORDER		2014 Delegates Registered	Prof. Staff	Students – ALL UG/GRAD	Students - Grad	Non-School Delegates	One Day Delegates	Total # schools	Int'l Delegates	Non-Region Schools	Non-Region Delegates
Oct. 10-12	Region II	113	68	43	N/A	2	0	28	N/A	2	3
Oct. 10-12	Region VI	109	53	42	N/A	10	4	24	N/A	0	0
Oct. 16-18	Region IV	176	80	76	N/A	9	11	32	N/A	0	0
Nov. 6-9	Region I	251	89	142	N/A	2	18	32	N/A	0	0
Nov. 6-8	Region VII	260	108	124	N/A	19	9	45	N/A	1	6
Nov. 7-9	Region III	226	102	119	N/A	4	1	37	N/A	0	0
Nov. 13-15	Region V	293	115	161	N/A	4	13	49	N/A	10	64
Nov. 21-23	Region VIII	224	104	107	N/A	9	4	49	N/A	3	10
TOTALS	ALL REGIONS	1658	719	814	N/A	59	60	296	N/A	16	83

2015 DATA											
DATE ORDER		2015 Delegates Registered	Prof. Staff	Students – UG ONLY	Students - Grad	Non-School Delegates	One Day Delegates	Total # schools	Int'l Delegates	Non-Region Schools	Non-Region Delegates
Oct. 2-4	Region III	219	100	102	8	0	6	38	0	2	7
Oct. 8-11	Region IV	210	108	74	6	8	0	30	0	2	2
Oct. 15-17	Region I	279	91	133	4	12	0	33	0	4	4
Nov. 6-8	Region V	259	126	116	13	4	0	35	0	0	0
Nov. 6-8	Region II	154	76	59	19	6	7	23	10	2	13
Nov. 12-14	Region VII	259	117	112	22	8	0	51	0	0	0
Nov. 13-15	Region VI	225	95	101	23	6	6	33	0	1	1
Nov. 20-22	Region VIII	241	71	95	35	11	21	56	22	5	14
TOTALS	ALL REGIONS	1846	784	792	130	55	40	299	32	16	41

Compared to 2014, there was a strong 11.3% growth in regional conference attendance in 2015. There was a minor percentage increase of student registrants (undergraduate and graduate) with 50.0% in 2015 compared to 49.3% in 2014. In regard to regional permeability, a total of 16 schools, the same as 2014, went to a regional conference other than their own. Over the two years, every region has had at least one nonregion school attend. In 2014, a total of 296 colleges sent delegates to a regional conference. In 2015, that number was slightly higher with a total of 299 colleges participating. Region I and VIII are the only regions to see international delegates in attendance.

DATE ORDER		2014 Pre Conf. Tours/ Events	2015 Pre Conf. Tours/ Events	Conf. Tours	2014 Community Service Project(s)	2015 Community Service Project(s)	2015 Ed Sessions Submitted	General Session / Keynotes Blocks	Educational Blocks Offered	2014 Ed Sessions Offered	2015 Ed Sessions Offered
Oct. 2-4	Region III	3	4	1	Yes	Yes	53	6 (with meals)	6	28	48
Oct. 8-11	Region IV	2	2	1	No	Yes	40	4	6	25	38
Oct. 15-17	Region I	2	2	3	Yes	Yes	63	2	7	65	49
Nov. 6-8	Region V	2	3	0	Yes	Yes	34	4	5	30	30+
Nov. 6-8	Region II	4	2	1	No	No	34	3	6	30	29
Nov. 12-14	Region VII	1	3	0	Yes	Yes	63	3 (1 keynote at meal)	6	46	38
Nov. 13-15	Region VI	4	2	1	Yes	No	29	4	5	31	25
Nov. 20-22	Region VIII	1	1	0	Yes	No	33	2 + prof. dev. Luncheon	4	50	28

One of the goals with the regional restructuring was to offer similar educational experiences from one region to the next, in particular to support regional permeability. Each of the regions offer at least four distinct educational blocks with an additional two keynote sessions. Most regions are offering education beyond this low-end range.

One concern is the ratio of educational sessions offered compared to those submitted for consideration. In 2015, 81.6% of all regional educational session submissions were selected for offerings at the conferences with a low of 60.3% and a high of 95.0%. Obviously, the acceptance rate is dependent on submissions, but it is worth considering that the acceptance rate could be a predictor of educational quality.

It is encouraging to see all of the regions offering optional preconference opportunities, as well. A community service component is the one experience that is not consistently offered and those offered vary in delivery method.

Non-Conference Face to Face and Online Educational Programs

	2014 Face to Face Programs	2015 Face to Face Programs	2015 Total Attendance	2014 Online Programs	2015 Online Programs	2015 Online Programs Registered	2015 Online Program Total Participants
Region I	1	2	47	1	1	30	64
Region II	0	1	18	3	3	68	91
Region III	3	4	53	3	3	116	146
Region IV	0	0	0	0	0	0	0
Region V	1	0	0	3	2	195	227
Region VI	1	1	24	0	0	0	0
Region VII	2	2	80	2	4	145	210
Region VIII	3	2	36	5	4	245	385
	11	12	258	17	17	799	1123

This was a productive year in regards to the education offered outside of the traditional annual and regional conferences. More than 1,000 member participated in nearly 30 programs that occurred online or in-person on campuses across the United States, with the previous page's breakdown of those programs.

Programs offered ranged the gambit of ACUI's 11 core competencies. The online learning opportunities brought together experts from around the Association to discuss timely topics such as: supporting transgender and gender nonconforming students, trigger warnings, and multiple programs focused on student training and the assessment of student learning. In-person opportunities focused on showcasing campus facilities and programs. These programs are intended to enhance regional community building and the Regional Leadership Teams will continue to explore opportunities to enhance these offerings in 2016 and beyond.

Awards and Scholarships

2014 Data								
Region	Awards Given	Total Award Noms.	Schol. Given	Scholarships Awarded	total \$\$ value of scholarships	Total Schol. Noms.	Regional Scholarship Income	Method to Generate Revenue
Region I	3	N/A	5	2-I-LEAD 1-2015 ann. conf. 1-IPDS 1-WLI	\$ 3,674.00	8	\$ 2,950.00	Auctions at regional conf.
Region II	1	1	4	2-I-LEAD 1-IPDS 1-2014 reg. conf	\$ 2,264.00	23	\$ 696.00	Auctions at regional conf.
Region III	3	9	3	2-I-LEAD 1-IPDS	\$ 3,065.00	12	\$ 2,217.00	Auctions at regional conf.
Region IV	0	0	4	2-I-LEAD 2-2014 reg. conf.	\$ 1,620.00	6	\$ 2,700.00	Auctions at regional conf.
Region V	3	6	4	2-I-LEAD 1-IPDS 1-2014 reg. conf.	\$ 2,265.00	22	\$ 2,286.00	Auctions at regional conf.
Region VI	4	5	4	2-I-LEAD 2-2014 reg. conf. 4-Tied to awards	\$ 2,890.00	11	\$ 1,215.00	Auctions at regional conf.
Region VII	7	20	3	2-I-LEAD 1-2015 ann. conf.	\$ 1,785.00	9	\$ 5,001.00	Auctions at regional conf.
Region VIII	8	30	7	2-I-LEAD 4-2014 reg. conf. 1-Study tour	\$ 3,190.00	15	\$ 4,699.00	Auctions at regional conf.
TOTAL	29.00	71.00	34.00		\$20,753.00	106.00	\$21,764.00	
AVE.	3.63	10.14	4.25		\$2,594.13	13.25	\$2,720.50	
2015 Data								
Region	Awards Given	Total Award Noms.	Schol. Given	Scholarships Awarded	total \$\$ value of scholarships	Total Schol. Noms.	Regional Scholarship Income	Method to Generate Revenue
Region I	3	6	5	2-I-LEAD 1-2016 ann. conf. 1-IPDS 1-WLI	\$ 3,745.00	19	\$ 4,051.00	Auctions at regional conf.
Region II	5	15	4	2-I-LEAD 2-WLI	\$ 2,599.00	19	\$ 1,605.55	Auctions at regional conf.
Region III	6	7	6	2-I-LEAD 2-IPDS 2-WLI 2-Tied to awards	\$ 5,600.00	6	\$ 2,970.05	Auctions at regional conf.

Region IV	1	3	5	2-I-LEAD 2-2015 reg. conf. 1-2016 annual conference	\$ 3,745.00	19	\$ 1,035.00	Auctions at regional conf.
Region V	6	7	6	2-I-LEAD 2-WLI 1-IPDS 1-SOI	\$ 3,570.00	13	\$ 1,500.00	Auctions at regional conf.
Region VI	5	12	4	2-I-LEAD 2-2015 reg. conf. 5-Tied to awards	\$ 3,450.00	10	\$ 1,383.00	Auctions at regional conf.
Region VII	8	16	7	5-I-LEAD 2-2016 ann. conf.	\$ 4,815.00	23	\$ 6,446.50	Auctions, Funds for Fitne\$\$, & other activities at regional conf.
Region VIII	6	27	8	2-I-LEAD 3-2015 reg. conf. 3-Gen. prof dev	\$ 4,820.00	16	\$ 4,020.00	Auctions at regional conf.
TOTAL	40.00	93.00	45.00		\$32,344.00	125.00	\$23,255.60	
AVE.	5.00	13.29	5.63		\$4,043.00	15.63	\$2,906.95	

This year, the regions presented more annual awards, increasing from 29 granted in 2014 to 40 in 2015. In addition, the number of applicants increased from 71 to 93. Regional awards ranged from one to eight being given by an individual region.

Regions also distributed more scholarships, moving from 34 given in 2014 to 45 given in 2015. In 2014, regions awarded an average of \$2,594 in scholarships per region, and in 2015, that average increased to \$4,044. The lowest amount provided in scholarships in 2015 was \$2,599 and the highest was \$5,600.

In addition, overall, regions raised more money for scholarships at regional conferences, increasing from \$21,764 in 2014 to \$23,101 in 2015. Many of the regions have decided to take additional revenue earned on an annual basis and put it into an endowment fund to create a long-term plan for scholarships. Overall, the regions were successful in implementing fundraisers to raise money for their regions and scholarships.

Corporate Partnerships

2014	# of Corporate Partners for 2014 Conference	Amount of Revenue from 2014 Conference Sponsorships	# of Corporate Partners contacted for sponsorship by RLT	# of Corporate Partners who contacted RLT for sponsorship	# of Vendors participating in Expo at 2014 conference	Total number of in kind items donated to regional conferences/total value	Total sponsorships for other Regional education programs	Total number of Regional partnerships with other professional associations on educational programs	Total number of Regional presentations lead by a corporate partner	2015 vs 2014 cash
Region I	5	12000			5					-2000
Region II	3	600			1	2/lunch & dinner				5700
Region III	5	4200			5					1400
Region IV	8	6200			6	2/dinner+1900				7310
Region V	1	600			1					1900
Region VI	5	4900			5					8200

Region VII	13	12800			11						-5300
Region VIII	10	7300			10-13	3/16000					-800
totals	50	48600			34	7/17900+					
*unique	41	*5 companies participated in more than 1 region									

2015	# of Corporate Partners for 2015 Conference	Amount of Revenue from 2015 Conference Sponsorships	# of Corporate Partners contacted for sponsorship by RLT	# of Corporate Partners who contacted RLT for sponsorship	# of Vendors participating in Expo at 2015 conference	Total number of in kind items donated to regional conferences/total value	Value of In-Kind Donation(\$)	Total sponsorships for other Regional education programs	Total number of Regional partnerships with other professional associations on educational programs	Total number of Regional presentations lead by a corporate partner	cash + in-kind
Region I	7	10000	38	5	6	6	\$3,500 (bags, novelties)	0	0	0	13500
Region II	3	6300	4	2	6		\$0				6700
Region III	6	5600	16	3	5	3	\$8,000				11600
Region IV	5	13510	120	0	2	1	\$191 (food)				12006
Region V	3	2500	15	2	1	2	\$8,500 (keynotes)				11000
Region VI	4	13100	37	0	5	2	\$6,000 (entertainment)				15520
Region VII	3	7500			5	8	\$20,564 (books, food, linen, auction items)	0	0		27864
Region VIII	3	6500			7	3	\$16,000 (ent + food)				22500
totals	34	65010	230	12	39	17		0	0	0	123264

This year, there was a significant increase in cash and in-kind donations received from sponsors. In 2015, Regions IV, V, and VI nearly doubled the cash they received. The in-kind donations also increased from 2014 to 2015 for most of the regions. Almost all regions had three to five sponsors, and most of these sponsors hosted a booth at the expo during their respective conferences. The number of vendors that were contacted by the corporate partnerships coordinator increased from 2014 to 2015, which explained the success for the regions. The increase in support from sponsors in all regions received in 2015 is exciting, and the creation of this specific position on the RLT has been proven to make a big difference in the support regions received in this area. The coordinator's efforts to outreach and retain sponsors has been beneficial and hopefully will continue for the years to come.

The one area that will need more focus in the future is to develop opportunities for sponsors outside of the regional conference. There are ways to get sponsors engaged with their regions during the year such as presenting a webinar or a face-to-face program where they could lend their expertise and assist staff to understand specifics, best practices, and usages. This is something that will take the regions to another level in term of sponsorships.

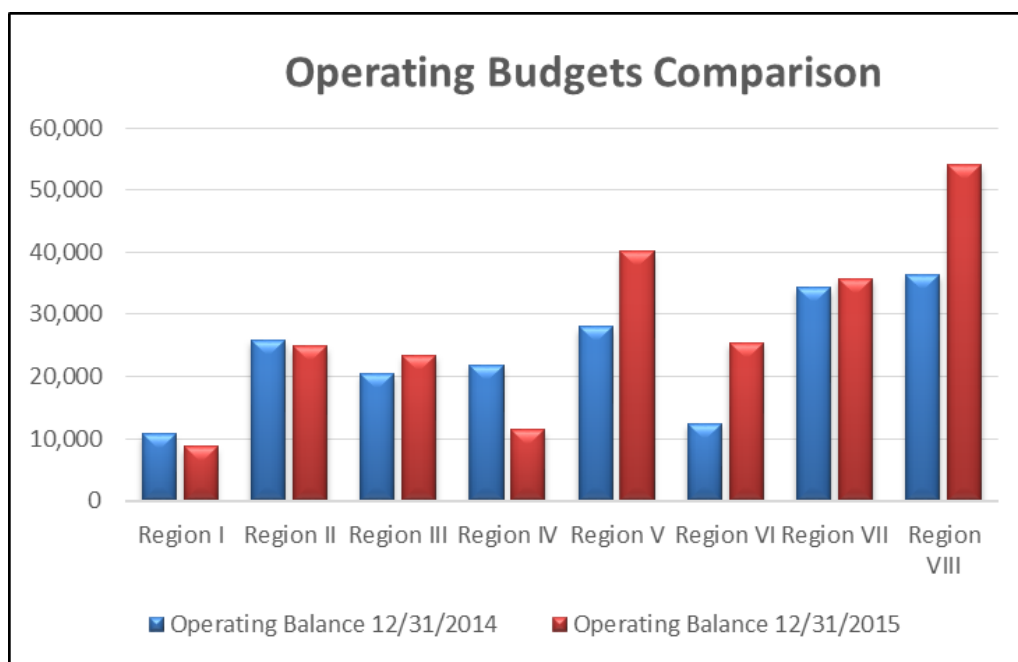
Regional Finances

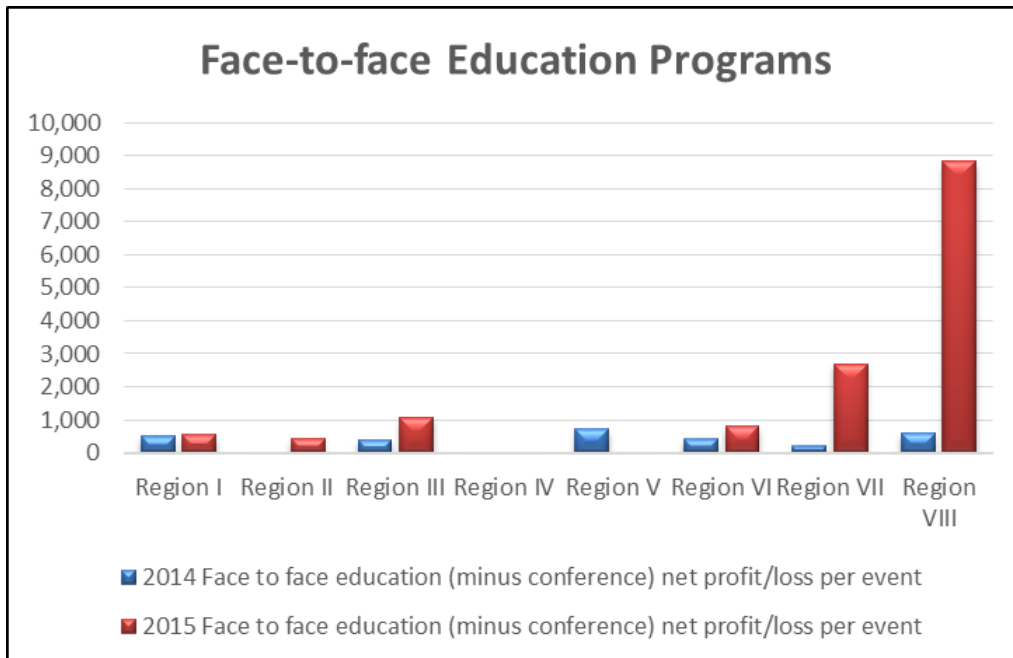
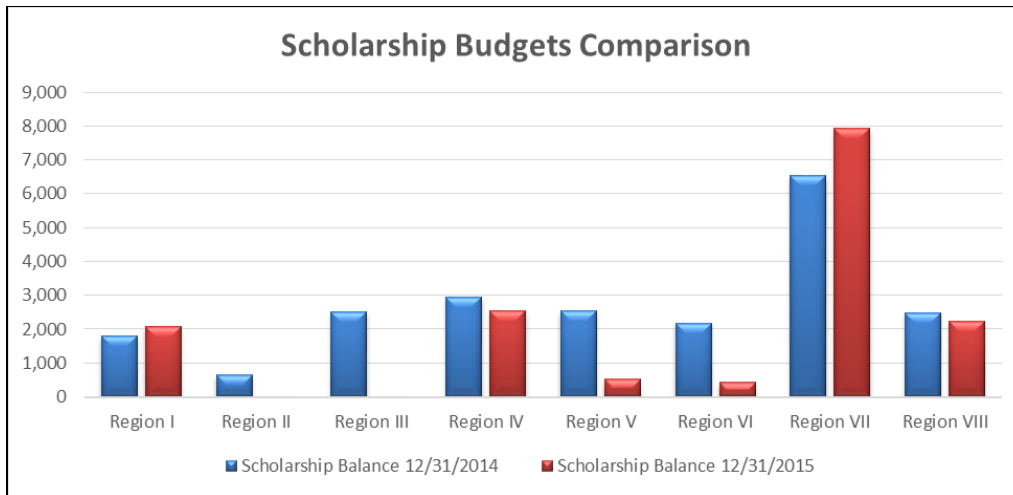
New Regional Structure	Operating Balance 12/31/2014	Operating Balance 12/31/2015	Scholarship Balance 12/31/2014	Scholarship Balance 12/31/2015	Reserves Balance 12/31/2015	2014 Face to face education (minus conference) net profit/loss	2015 Face to face education (minus conference) net profit/loss
Region I	\$10,683.85	\$8,710.61	\$1,811.70	\$2,077.70	\$20,000.00	\$ 495.00	\$550.00
Region II	\$25,822.70	\$24,917.86	\$ 636.87	\$ -	\$20,000.00	\$ -	\$422.33
Region III	\$20,544.84	\$23,429.56	\$ 2,517.00	\$ -	\$20,000.00	\$ 395.00	\$ 1,084.00
Region IV	\$21,833.59	\$11,368.16	\$2,945.00	\$2,553.00	\$20,000.00	\$ -	\$ -
Region V	\$28,019.13	\$40,133.87	\$2,548.00	\$518.50	\$20,000.00	\$720.00	\$ -
Region VI	\$12,376.99	\$25,465.97	\$2,185.00	\$420.00	\$20,000.00	\$408.63	\$794.28
Region VII	\$34,288.47	\$35,748.49	\$6,525.00	\$7,921.50	\$20,000.00	\$204.59	\$2,693.37
Region VIII	\$36,449.68	\$53,976.22	\$ 2,490.20	\$2,240.20	\$20,000.00	\$595.69	\$8,823.48*

After the restructuring, the regions have overall maintained a healthy financial operating balance. The largest factor in the differences between 2014 and 2015 are locations of the regional conferences, which will also be factors moving forward. The regional directors are taking these into consideration as they budget for the upcoming year.

A few of the regions have noted they will be looking into endowing scholarships in 2016 with the help of the Education and Research Fund, while others are moving toward that goal in the future. The scholarship budgets have fluctuated as regions create more scholarship opportunities for students and members to attend ACUI programs. The additions have been added by region and not as a collective group. The regions are working to create additional revenue opportunities for adding scholarship funds. No region has needed the reserve funding at this time.

Educational face-to-face programming differs for each region due to the structure, as this is not a large source of revenue, regions are using drive-ins, showcases, and other avenues to bring members to campuses and support networking. Region VIII hosted the Scotland Study Tour in 2015, which allowed for additional revenue in the face-to-face educational programming line.





Regional Assessment

Region	Assessment	Responses received
I	Education needs (face to face and online)	36
I	Drive In Operations program evaluations	4
I	Diversity network directory assessment	50
II	Regional Conference	27
II	Conference ed. session evaluation	51
II	Student Leadership Summit Drive-In	1
II	Online program feedback: WhentoWork	8
III	Regional Conference	47
III	Conference ed. session evaluation	15
IV	Regional Conference	56
IV	Conference ed. session evaluation	84
IV	CPT position debrief	6
IV	Pre-Conference survey	60
IV	CPT Benchmark survey	28
V	Regional Conference	73
V	Conference ed. session evaluation	110
VI	Regional Conference	72

VI	Drive in tour evaluation	10
VII	Regional Conference	103
VII	Conference ed. session evaluation	359
VII	Student union showcase - Penn State	24
VIII	Regional Conference	45

The regions conducted a variety of assessments during 2015. The most common assessment across regions was the regional conference evaluation, with only one region absent. Five of the eight regions also collected conference education session evaluations from their regional conferences. The other most common assessments were conducted for regional face-to-face and online programs. Unique assessments included: a diversity network directory assessment, a CPT position debrief, a pre-conference survey, and a CPT benchmark survey. Responses varied from fewer than 10 to a high of 359. It was clear that one area that could be improved is for regional directors, educational programs coordinators, and regional conference coordinators to monitor the number of evaluations received after programs take place and reach out for more feedback when a low number of responses are received.

2016–18 ACUI Strategic Plan and Regional Implications

The 2016-18 strategic plan has been finalized, and action on the three identified directions is set to begin. The regions are looking forward to playing a role in the overall implementation of the plan. The following is a summary of possible opportunities the regions could consider developing to support the goals of the association:

Strategic Direction 1: Membership will be accessible to, and representative of, everyone associated with college unions and student activities.

- *Regional Connections*
 - Localize Association-wide membership retention and recruitment plans.
 - Host in-person and online town halls to elicit member feedback regarding the accessibility of the membership structure, the ACUI brand, and diversity and inclusion initiatives provided by ACUI.
 - Each region will explore or initiate a programmatic offering outside of the continental United States in an attempt to engage non-U.S. colleges and universities.

Strategic Direction 2: Broaden revenue streams and continually implement best practices for the management of ACUI and other associations.

- *Regional Connections*
 - Work to incorporate new opportunities to engage associate members into regional programs as sponsors and partners in their success.
 - Create new in-person training and educational opportunities that will enhance revenue from opportunities other than the regional conferences.
 - Create new and alternative episodic volunteer opportunities for an expanded regional volunteer pool.

Strategic Direction 3: Be a leader in college unions and student activities research, education, and advocacy.

- *Regional Connections*
 - Create and host new training and educational opportunities that meet evolving needs of the profession.
 - Intentionally reach out to regional higher education faculty and graduate programs to identify methods of expanding the exposure of the college union and student activities profession.
 - Reach out to other regional higher education associations to engage in joint programming and educational offerings.
 - Work to endow regional scholarship funds with the help of the ACUI Education and Research Fund.

Other ACUI Assessments with Regional Implications

2015 ACUI Member Needs Assessment

- Registration costs for professional development opportunities have increased, including regional conferences, which has created limitations for campuses to support attendance.
- Regional conferences serve as a good entrance point to ACUI with educational content primarily relevant to students and new professionals, though less relevant for senior-level professionals.
- Members are most interested in getting involved with ACUI through shorter-term volunteer opportunities, planning programs or presenting education at the regional level.
- Most respondents would like to have a more individually tailored email experience with ACUI, including receiving fewer emails each week, which could have implications for how regional communications are delivered.

Volunteer Assessment

- The results of the 2015 Volunteer Assessment, which was sent to individuals who have volunteered during the past two years, were consistent with other feedback collected through the Regional Restructuring Task Force. These items include a need to continually improve and advance training provided to volunteers, setting clear expectations for volunteers, and providing support through tools like project management and video conferencing.

Education Council Data on Regional Conferences

- Following are notable points of information in comparing 2014 and 2015 data.
 - Generally, the level of agreement improved on almost every metric from 2014 to 2015.
 - Audio/visual technology quality continues to a point of concern from 2014 and 2015 assessments.
 - There continues to be a level of concern related to the educational sessions being of value to professionals.
 - There appears to be improvement in providing fiscal management and intercultural proficiency competencies. Planning and marketing were the lowest ranked core competencies that the conferences helped to develop in 2015.
 - There is not complete regional participation in using this tool.
- **Note:** The validity of the data for 2015 may have been impacted for the following reasons:
 - Numbering of questions across the regional conference evaluations was inconsistent. Questions were reordered per region. There was not a consistent number of questions, followed by supplemental regional questions as a format for each regional conference evaluation, and some questions were reworded.
 - All regional conference evaluations need to be ordered in a consistent manner for the future. Supplemental questions from regions must follow all standard questions asked of each region across the Association.

Final Recommendations

What follows is a comprehensive list of all recommendations for regional engagement generated from the work of the regional directors in the development of this final report. The work of the next regional director team will be prioritizing the goals and beginning to implement them either collectively as regions or independently by region.

Education

- Re-evaluate the standard of hosting two non-conference face-to-face events and one online program per year.
- While encouraging increased online learning activities, clarify both the purpose of the regional online learning coordinator position and the direct connections it has with delivering regional education.
- Be thoughtful with ensuring that mid-level managers and senior professional have educational content available at conferences and/or through other regional engagement opportunities.
- Explore and encourage partnerships with other associations for the delivery of regional programs.
- Develop or adopt a process/memorandum of understanding for cross-regional event sponsorship that details the relationships, responsibilities, and cost-sharing practices.
- Increase educational session submissions for regional conference to work toward a 75% acceptance rate of submitted to accepted sessions. The 2015 acceptance rate was 80.1%.

Fiscal Management

- Work with the Central Office to finalize a timeline to monitor and adjust, if needed, the administrative cost center fee accordingly at a reasonable growth rate.
- Charge the educational programs coordinators to develop consistent price ranges or practices for similar programs.
- Increase opportunities and communication to support corporate partnerships with non-conference activities.
- Continue encouraging the support of regional endowments for scholarships.

Membership Engagement

- With the guidance of the Council for International Engagement, encourage regions to develop strategies to increase international engagement, study tours, etc. at the regional level.
- Conduct targeted outreach and understand needs of HBCUs, specialty institutions, and two-year colleges from a regional perspective.
- Develop and conduct an “exit survey” process with institutions that discontinue membership.
- Implement strategies to support graduate student engagement within the region.

Communication

- Encourage regional promotion of the sectional model of recreation tournaments and ACUI student programs.
- Ensure that historical information is communicated about named awards and scholarships that were adopted from prior regions.
- Identify key Regional Leadership Team members to explore and/or participate in developing best practices for regional communication methods and strategies.

Volunteer Experience

- Begin tracking volunteer data for episodic volunteers unique to each region.
- Recommend the development of a nomination process for regional volunteer opportunities.
- Participate in a longitudinal assessment of volunteer engagement to identify volunteer patterns regarding length of service, frequency of service, reason for service, etc.

Research and Assessment

- Intentionally reach out to regional members, higher education faculty, and graduate programs to identify methods of expanding the exposure of the profession.
- Request and support the development of a centralized process for regional assessment.
- Foster complete adoption of the Education Council’s assessment tool for educational programs. In doing so, the regions should not alter the core structure, order, and wording of the assessment tool.
- Continue the practice of hosting an annual regional town hall meeting that serves this reporting process.
- Repeat this annual report process to encourage and foster evidence based decision making among the regional director component group of ACUI.