Welcome to Jacksonville, SACSA!

I am honored to serve as president for the 2016 SACSA Conference with NASPA Region III. We gather each fall to learn from one another, develop or enhance relationships, and make connections that foster student success.

In SACSA, we remain committed to providing outstanding professional development experiences that align with our core values of Inclusiveness, Professionalism, and Collegiality. Whether you are new to SACSA or have been a member for decades, I am confident you will see these core values embodied throughout this conference experience.

Angela Taylor, our Conference Chair, and her outstanding team of volunteers have worked over the last 15 months to make this conference a reality. We have almost 100 interest sessions from which to choose. We have opportunities to connect with colleagues, grow and develop in ways as student affairs practitioners that help us do our work more effectively on our campuses. I am indebted to Angela and her team for volunteering to serve our association in this capacity.

In the past few years, SACSA has rekindled partnerships with local universities. Special thanks to Kristie Gover and her team at Jacksonville University for hosting the Opening Session and what is extra special.

Lastly, I want to thank each of you for your commitment to SACSA and this conference. SACSA relies on our members to serve as volunteers, presenters, and leaders. My hope for each of us at this conference is that we focus our time and energy together in Making Connections that Foster Student Success. Enjoy the conference!

Beau Seagraves, Ph.D.
2015-2016 SACSA President
Associate Dean of Student Care and Outreach
University of Georgia

Welcome from the Conference Chair

This conference is a time for us to begin Making Connections That Foster Student Success. The conference committee has been hard at work developing a conference that cultivates and encourages professional growth and development. We believe this conference will engage you in exciting and challenging learning that you can use to foster student success at your respective campuses.

During this conference, you will have the opportunity to learn about programs, services, and initiatives through a variety of styles; concurrent sessions, lightning rounds, SACSA talks, major speakers, and networking opportunities. We encourage you to connect with individuals from your institution, your state, and your region. These connections will help you foster student success on your campus.

Your conference experience is everything you make it. This is your time to step out of your comfort zone, make new connections, and learn something new. While in Jacksonville, we encourage you to share your own experience with others and take the time to get to know one another. A great deal of knowledge will be shared, but it is also important to laugh with others and develop friendships with the SACSA family.

Enjoy the conference and make your time at Jacksonville a time and energy together in Making Connections that Foster Student Success. Enjoy the conference!

Angela B. Taylor, Ph.D.
2016 SACSA Conference Chair
Assistant Provost for Student Affairs & Assistant Dean of Students
University of Louisville
Goal- Strengthen Name and Quality Recognition

Priorities- Further Strengthen SACSA Name and Quality Recognition
- Implement the recommendations from the 2015 Communications Taskforce Report
- Develop a new partnership/initiative with a nontraditional student affairs association annually
- Develop New SACSA Brand and Logo

Updates:
Development and Marketing
- Recruited conference attendees via CSAOs from bordering states and past attendees at Greenville conference
- Marketed conference at Region III Summer Symposium, ACPA, NASPA, Southern Placement Exchange

Member Communication
- Implemented Communications Taskforce Plan
  - Created Communication and Marketing Plan using Constant Contact
  - Streamlined Communication via SACSA-lert
- Created conference communications liaison position to better manage conference and association communication

Develop New SACSA Brand
- Redesigned SACSA Website
  - Main page was reorganized to showcase member benefits
  - Added a campus photo banner on homepage to display member’s campus photos

Goal- Strengthen SACSA Membership Engagement

Priorities- Maximize opportunities for membership, mentorship, and career development
- Develop recruitment and retention plan to maintain new members
  (a) Aspirational States (Texas, West Virginia, Louisiana, Maryland),
  (b) Geographic (Alabama, Georgia, Florida)
  (c) Retention States (South Carolina, Kentucky, Virginia)
- Develop networking plan to ensure that new members understand SACSA’s core values and member benefits
- Create Opportunities to further engage Senior Student Affairs Officers
- Support member initiated learning communities for ongoing professional development
Updates:

Increasing Membership
- Membership exceeding 750 at 2016 Conference
  - Conducted several membership campaigns throughout the year targeted at graduate students and recently lapsed membership.
- Continued offering one year free membership to most recent graduates of NPI and MMI
- Continued partnership with Constant Contact and Your Membership (new member and renewal process)
- Held Membership Focus Group at 2015 Conference, plans to continue in 2016

Partnerships
- Coordinated NPI and MMI with NASPA Region III
  - Selected new MMI Director
- Continuing to Foster strong relationships with NASPA Region III
  - Partnered with NASPA Region III leadership to charge a Taskforce with clarifying and defining the collaborations between the two organizations (MMI, NPI, SACSA Conference with NASPA Region III)
- Partnering with CAS to continue to Award the Ted Miller Award for Excellence in Assessment

Developing Members
- Created Communities of Engagement to share best practices on topics of:
  - Social Justice and Inclusion
  - Leadership and Supervision
  - Higher Ed Legal Issues
  - LatinX Colleagues (Colleagues)
- Continuing Educational and Engaging Conference Sessions at 2016 Conference
  - Common Read *Generation on a Tightrope* by Arthur Levine and Diane Dean
  - Keynote Speech with author Diane Dean
  - Maintaining large number of program offerings: 119 Programs Offered (4 SACSA Talks, 4 Lighting Rounds, and 111 concurrent sessions) and 6 Poster Sessions

- Non-Conference Programming
  - Webinar offered, including “I Have to Present?: Preparing for and Executing an Effective On-Campus Interview Presentation,” Friday, April 15, 2016
  - Continued SACSA Chat, Twitter Takeovers held with various members

Cultivating Leadership
- Continued EC/board leadership training workshop at the annual conference
- Continued Undergraduate Symposium; Graduate Student Symposium; and AVP/DOS and CSAO Seminars at the annual conference
- Continuing work to enhance Talent Development and SACSA Connections (Mentor Programs)
Goal – Strengthen SACSA Financial Infrastructure

Priorities: Continue to stabilize the financial viability of the Association
- Promote innovation, entrepreneurial, and stewardship by cultivating three new revenue streams.
- Partner with SACSA Foundation Board
- Continue in-kind contribution plan for corporate and institutional partners.

Updates:
Budgeting and Financial Planning
- Approved Balanced Budget/Excess Invested
- Developed a financial infrastructure plan
  - Outlined responsibilities and duties for Investment Advisory Board, including finding and making recommendations to Executive Board for Investment Firm
  - Created investment plan and approved figure of $150,000 to be invested
  - Created first ever Investment Advisory Board
- SACSA Foundation Creation of a Foundation Endowment

Corporate and Institutional Partners
- Retained current sponsors and identified new sponsors for the fall 2016 conference
  - Identified local institution support from Jacksonville University for cost savings
  - Securing sponsorship towards goal of $90,000 (dollars and in-kind)
  - Secured 4 institutional sponsorships from schools and secured 14 corporate sponsorships for the annual conference

Enhance conference attendance and profitability
- On track to exceed 500 conference registrants for the Fall 2016 conference
- On track to yield a minimum profit of $20,000 from the fall 2016 conference

Goal - Strengthen SACSA Organizational Infrastructure

Priorities- Focus on current and potential infrastructure and processes
- Develop and implement policy advisory board
- Maximize Quality and Consistency of College Student Affairs Journal
- Established permanent “home” for SACSA Initiatives
- Strengthen membership pipeline for involvement and leadership
Organizational Infrastructure Updates:
Policy & Structural Changes
- Began implementing 2015-2018 Strategic Plan/Priorities
- Established permanent “home” for SACSA Initiatives
  - Undergraduate and Graduate Student Symposiums, under SACSA Connections
  - AVP/DOS and SSAO Events, under Vice President Professional Development
  - SACSA Serves rebranded as SACSA Cares, under Local Arrangements Chair
- Continued new year letter to members about civility/core values, sent various core value updates throughout the year in response to challenging news and events
- Appointed public policy chair/coordinator—Dr. Melissa Shivers, University of Tennessee, Knoxville
- New Policies Implemented
  - Revised Book Sellers Policy

Communication and Technology Infrastructure
- Began implementation of recommendations for Task Force on Communications and Technology:
  - Began utilizing Go To Meeting/Webinar/Constant Contact
  - Created internal communications calendar to manage emails and other communication to membership
- Created data management plan for executive board and committees utilizing Google for nonprofits

Journal
- Journal Moved from Printed to Electronic Format

SACSA Foundation
The purpose of the SACSA Foundation is to support the mission and initiatives of the Southern Association for College Student Affairs. This may include research projects, association studies, institute support, etc. The money raised through the foundation is intended to help the Association to accomplish its goals of professional development, research, and services to the members. The Association also sponsors some grants and other awards.

Board of Directors 2015-2016
Chair: Dr. Roland Bullard  Dillard University
Vice Chair: Vacant
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November 2016
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Dr. Bob Glenn  Athens State College

November 2017
Dr. Corey King  Florida Atlantic University
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November 2018
Dr. Frank Cuevas  University of Tennessee Knoxville
Dr. Ellen Neufeldt  Old Dominion University
Dr. Diane Waryold  Appalachian State University

SACSA Foundation Liaisons (non-voting)
Dr. Tony Cawthon  Clemson University
Our conference would not be possible without the support from our partners, sponsors, associates, supporters, institutional, and associations. Please take the time to thank them while you are at the conference. We appreciate them attending.

**Partners**

**Sponsors**

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2017 Conference - Save the Date

NEW DIRECTIONS: A CLIMATE OF CHANGE

SACSA
WITH NASPA REGION III
CHATTANOOGA
OCT. 28-30 2017

Connect with SACSA!