

**Position: President**  
**Name: Shelly Clark**  
**Host Institution: Western Oregon University**

**Goals for Position:**

- Continue the successful implementation of the 2017-2021 Master plan.
- Infuse NWACUHO's Diversity and Inclusion statement into the fabric of all NWACUHO operations.
- Work with the Treasurer to follow the FY19 budget
- Plan the 2019 Annual Conference and work with a strong Local Arrangements Committee.
- Have strong attendance at the 2019 Annual Conference
- Leverage technology and personal relationships to increase engagement in our Association.
- Increase involvement within NWACUHO Committees
- Maintain a full Board of Directors during the entire year.
- Work to share knowledge and opportunities within the Regional Leadership group of ACUHO-I and all Regional Associations.
- Help NWACUHO demonstrate the best traits of our Association, and work on the areas where we still have work to do.
- Serve as a guide for our President-Elect as they transition into the role of President.
- Assist the President-Elect in their work in the selection and organization of the 2020 Annual Conference.

**Positional Accomplishments:**

- Successfully navigated the unexpected shift in Annual Conference locations. This included working with HelmsBriscoe on sending out a new RFP, touring locations, having tough conversations with our Board regarding budget, negotiating new contracts, marketing the conference experience for attendees and exhibitors, and withdrawal from contracts already signed for our former location without penalty.
- Provided leadership to the NWACUHO Board of Directors. Organized two three-day in person meeting of the Board of Directors, and our pre-conference meeting.
- Provided leadership to the planning and implementation of the 2019 Annual Conference.
- Attended ACE 2018 in Denver, Colorado with Janie Sacco. Represented NWACUHO at all activities and events. Took the lead on organizing the "Mega-Regional Reception" for NWACUHO, AIMHO, WACUHO, and the RLPA. Served as a Case Study judge.
- Served as Chair for the General and Sexual Misconduct Task Force Committee for the leadership of ACUHO-I and all Regional Associations.

Presented findings of a survey done with all Affiliated Associations on best practices for creating policies on General and Sexual Misconduct. Provided recommendations for each affiliated association for future action.

- Facilitated an electronic vote of our membership over the summer to increase annual dues. This increase in dues helps offset the cost of Board travel to our May and October in-person Board meetings.
- Attended AIMHO in November 2018 representing NWACUHO. Assisted AIMHO in forward progress on working with HelmsBriscoe for their conferencing model. Provided guidance on parliamentary procedure for the AIMHO Business Meeting. Served as a Case Study judge. Provided AIMHO membership an update from NWACUHO since their last conference.
- Re-negotiated the NWACUHO Affiliation Agreement with ACUHO-I and have provided updates to our Affiliation Agreement with PACURH.

### **Ideas for Future Progress:**

- Now is the time for our Association to think critically about the structure and purpose of our Board of Director leadership structure. We have had vacant positions on our leadership team for multiple years in a row. We have also found it difficult to fill positions outside of conference. As part of our Association Master plan, we have a mandate from our membership to review and move forward with voting (even if they are failed votes) on changes to our Board of Directors structure.
- Our Board of Directors should have critical conversations about the cost and value of attendance at our Annual Conference. With most member institutions experiencing declining enrollment we are likely to see a reduction in professional development funds offered. While our contracts and rates are set for our 2020 conference, I hope that we can be thoughtful of our costs as we begin our plans for our 2021 conference.
- NWACUHO is generous in their offerings of scholarships and opportunities to host Drive-In Conferences, unfortunately not many take advantage of these opportunities. I would like to look for ways that we can increase marketing and applications for these numbers.
- NWACUHO has been successful at “friend-raising” opportunities with other Associations. More than “friend-raising”, I would like us to look for ways in which we can accomplish more together.
- NWACUHO voted for long-term financial stability over the past summer when we voted to increase our membership dues. I hope that we can look for the right way to continue to match dues with opportunity and financial stability.
- I deeply appreciate the work that Brian Kerrick has done in reducing barriers for individuals that are interested in serving on the Board of Directors, but were nervous to give a presentation to the entire

membership. I would like for our Association to continue to find ways to increase accessibility to get involved.

- Recruited for and received donations of \$400+ for the ACUHO-I Foundation and NWACUHO Endowment.

**Biggest Learning Moments/Advice for Upcoming Year:**

- Always read all of your contracts and put as many agreements in writing as you possible.
- Serving as the President of NWACUHO is not a casual commitment. To be successful for our Association, this role takes intentionality every day.
- Inclusion takes action. NWACUHO is more than an annual conference, geographic area, or simply a group of individuals coming together around a similar position; it is our professional home.
- Look for ways that you can support professional development/scholarships of our new professionals and students. They are the future of our Association.
- Servant leadership is at the heart of our Association. We could not be, nor would we ever be, the Association that we are today without the commitment from our membership to serve each other. Take every opportunity to thank others for their service, and promote their good work and ideas.

**Position: President-Elect**

**Name: Janie Sacco**

**Host Institution: Saint Martin's University**

**Goals for Position:**

- Add content for 2019 board training to assist with transition of the new board
- Select a site for the 2020 annual conference
- Oversee the programming taskforce and program selection process
- Select the 2020 Local Arrangements Committee chair

**Positional Accomplishments:**

- Arranged speakers for Featured Speaker and Sprint Session at the annual conference
- Attended monthly regional leadership meetings and worked with NWACUHO president to facilitate a session on General and Sexual Misconduct policies at the in person Regional Leadership Meeting at ACUHO-I
- Attended the 2018 ACUHO-I annual conference and volunteered as an evaluator for the case study competition
- Attended the Community College Drive-in Conference in Yakima, Washington

- Assisted with planning a Mega Regional Reception for the 2018 ACUHO-I conference in Denver, Colorado
- Compiled and updated materials for the NWACUHO co-chair selection process
- Completed site inspections, went on site visits (8 total venues) in preparation for the 2020 annual conference, and completed contract signing for the 2020 annual conference.
- Developed a member engagement information sheet with the NWACUHO Communications Director
- Oversaw the programming taskforce and selected 42 conference sessions for the annual conference
- Oversaw the selection process for the 2020 Local Arrangements Committee chair
- Presented the October First Friday Webinar on the topic of 2019 program proposal and universal design for learning.
- Served as the board liaison for the Diversity and Inclusion Committee and oversaw planning for the 2019 affinity social
- Signed the ACUHO-I affiliation agreement.
- Solicited applicants for program proposals for the 2019 annual conference
- Worked with the NWACUHO Treasurer to develop the budget for the 2020 NWACUHO fiscal year

**Ideas for Future Progress:**

- Continue to add to existing board training for incoming board members as well as evaluate current board training model
- Identify areas for continued development in the 2017-2021 master plan including diversity and inclusion, board involvement, and financial forecasting.
- Explore additional involvement for president-elect position in Regional Leadership meetings, events, and projects.

**Biggest Learning Moments/Advice for Upcoming Year:**

- Member involvement is an essential part of our organization and my advice is to find every opportunity for members to get involved. Working with the Programming Taskforce and Diversity & Inclusion committee have been a highlight of my year.
- The president-elect position is a great opportunity and allows for an amazing opportunity to get to know the organization as well as work with phenomenal people. So, my advice to all is get involved! Whether it's 2 minutes or 2 hours a week being involved gets you connected to folks you may not have met otherwise.

**Position: Past-President**

**Name: Brian Kerrick**  
**Host Institution: University of Washington**

**Goals for Position:**

- Support the successful transition of the Past-President role to Shelly Clark, current President for the Association

**Positional Accomplishments:**

- Development of the case study for the 2019 Annual Conference
- Collection of award and scholarship nominations
- Formation of the Award & Scholarship Task Force and selection of successful nominees
- Launch of the 2019 Board of Directors Election Process
- Facilitation of remote voting process and identification of successful candidates

**Ideas for Future Progress:**

- In 2018, I completed analysis for a future board restructure that addressed several needs within the association. At the recommendation of the board, these notes will be provided for next year's administration to review and consider future implementation.

**Biggest Learning Moments/Advice for Upcoming Year:**

- This annual report is my sixth and final. When a mentor reached out to me in the Fall of 2012 and encouraged me to pursue an opportunity with the NWACUHO Board of Directors, I would never have dreamed I'd be writing to you from the Past-President's post six years later. It has been my genuine privilege to serve the Association during this time and I will miss the collective Board sincerely when I'm gone. I look forward to staying involved with the Association on a smaller scale for the rest of my career.

**Position: Communications Director**  
**Name: Olivia Stankey**  
**Host Institution: University of Oregon**

**Goals for Position:**

- Moving NWACUHO forward in Social Media Best Practices
- Increase voice on the Board of Directors
- Increase authors writing for the Soundings Blog

**Positional Accomplishments:**

- Communications Committee working on a Social Media proposal to bring to the Board of Directors for discussion and review

- Started creating the base layer of board training for the Communications Director position, including a transition guide, social media best practice articles, conference tasks checklist, and more.

**Ideas for Future Progress:**

- Create a NWACUHO Instagram
- Delineate what each social media platform is for within NWACUHO
- Promote ideas of Communications Committee
- Give Communications Committee Chair(s) access to assist with Social Media posting and strategies
- Use Facebook as a moderated discussion space for membership

**Biggest Learning Moments/Advice for Upcoming Year:**

- Progress requires strategy and patience
- Allies in this work are valuable and can increase progress within the association and best practices for membership

**Position: Technology Director**  
**Name: Laura Lambeth**  
**Host Institution: Oregon State University**

**Goals for Position:**

- Complete transition for all board and association email and storage to Google Suite
- Develop a detailed 12 month calendar and task list in the Technology Director Manual
- Investigate closed captioning options for real-time First Friday Webinars hosted on YouTube

**Positional Accomplishments:**

- Completed massive data and process transition to Google Suite
- Create MailChimp templates for State and Provincial Reps so year to year emails are consistent and informative for each state and province
- Complete website enhancement plan for accessible features and easy-to-update code
- Complete email migration, data management plan for the association, and manual for Technology Director so the next person in the role has a detailed way to step into the role
- Transition conference schedule and content to new scheduling app after using Guidebook for several years, which saved money and offered better features

**Ideas for Future Progress:**

- Training State and Provincial Representatives to use MailChimp for consistent messaging and similar level of engagement with members

- Complete directory feature for the website, password protected for members' contact information
- Develop the Listserv in Google Groups for better use by the membership

**Biggest Learning Moments/Advice for Upcoming Year:**

- Stay up to date with features offered by Google Suite/YouTube/Wordpress. As an example, closed captions for real-time events were finally offered on YouTube channels with small subscription numbers, which gave better accessibility to our members for monthly webinars

**Position: Treasurer**  
**Name: Aimee Scrivens**  
**Host Institution: Oregon State University**

**Goals for Position:**

- Transition new Treasurer into the role
- Continue to assess value added for all expenses

**Positional Accomplishments:**

- Created 2020 conference and operating budget.
- Revised 2019 Budget to reflect pricing from Eugene to Portland conference location
- Audited conference registrations and membership rates. Input manual payments for membership and attendance at the annual conference into Regonline and deposited checks
- Renewed association insurance policies & PCI compliance
- Completed monthly reconciliation of accounts including checking, savings, merchant account, and Regonline transactions
- Filed 2018 taxes and annual nonprofit status.
- Institutional membership rates have been updated for 2019

**Ideas for Future Progress:**

- As Master Planning continues consider the impact upon the budget and fiscal security
- Update membership dues to fall within fiscal year and run July – June rather than January – December. This would allow more time for members to join before the conference in February.

**Biggest Learning Moments/Advice for Upcoming Year:**

- AV Costs can be a significant impact upon a conference budget. When possible ask neighboring institutions to bring projectors during the conference to save association funds.

**Position: Corporate Relations Director**

**Name: Noah Hurley**  
**Host Institution: Southern Oregon University**

**Goals for Position:**

- Increase the number of exhibitors for our annual conference in Bellevue, WA for 2020
- Increase the number of corporate sponsors for 2020
- Improve the engagement between our corporate sponsors/exhibitors and exhibitors

**Positional Accomplishments:**

- Increased exhibitors for NWACUHO Annual Conference by almost 100% from last year
- Increased corporate sponsorship dollar totals for NWACUHO from last year
- Increased Platinum sponsors by 100%! (OK... we went from 1 to 2, but woohoo!)

**Ideas for Future Progress:**

- Alter the Bingo Card to a different format, possibly creating a more engaging/genuine interaction between exhibitors and attendees.
- Engage the exhibitors in more social events after the exhibitor area
- Offer corporate sponsors the opportunity to share in 7-minute presentation sections during a meal time for sharing who they are and what they personally or their company is professionally about.
- Get corporate sponsors to write why they choose to sponsor NWACUHO, post the influential/meaningful ones on the website, to assist in recruiting other sponsors.

**Biggest Learning Moments/Advice for Upcoming Year:**

- Don't play poker with a guy who is named after a city
- If you have institutional support for a position, don't be afraid to use this-- meaning to cut decent amount of time into your calendars to make sure you have time to work on NWACUHO business. It will not present itself organically, as we have busy jobs! And sometimes life won't let you catch up if you, say, have a pregnant wife or newborn!
- No matter what, keep going! You GOT this!

**Position: Washington State Representative**  
**Name: Jessica Rashid**  
**Host Institution: University of Washington**

**Goals for Position:**



- Continue recruiting Washington institutions who are not current members of NWACUHO; reach out to past member institutions to encourage re-affiliation
- Support 2020 Annual Conference in WA through outreach to WA membership regarding participation in Local Arrangements Committee
- Work with Professional Development Committee as board liaison to pre-record First Friday Webinars to enable closed-captioning and increase accessibility to this professional development resource

**Positional Accomplishments:**

- Reformatted institutional rosters in order to better target communication
- Successfully recruited past member institutions to re-affiliate
- Worked with President Elect to have 2020 conference logo created
- Supported a member-led initiative to host NWACUHO's first web roundtable discussion in WA state regarding SB6582
- Supported the Professional Development Committee as board liaison, meeting with committee chair monthly
- Two First Friday Webinars were recorded utilizing closed-captioning

**Ideas for Future Progress:**

- Find specific ways to support the Master Plan, particularly around brand identity development
- Work to increase communication with Washington state members

**Biggest Learning Moments/Advice for Upcoming Year:**

- There's a steep learning curve - schedule more time than you think you need for Board responsibilities.
- Better long-term planning now that I understand the flow of a year; share this insight with incoming S&P reps during training.
- Continue conversations around Board structure, particularly as it relates to S&P reps.

**Position: Oregon Representative**  
**Name: Silvina Sousa-Ransford**  
**Host Institution: University of Oregon**

**Goals for Position:**

- Updated membership rosters for member institutions
- Encouraged new institutional memberships
- Supported the Annual Conference Local Arrangements Committee and Board members

**Positional Accomplishments:**

- Assist the Local Arrangements Committee with the upcoming annual conference planning in Portland.

- Provide local support to the keynote speaker - Dr. Debra Thompson.
- Reached out to the Oregon members to encourage involvement with upcoming conference and Portland– 2019.
- Update membership rosters for member institutions
- Encourage new institutional memberships
- Provide support to Master Plan development

**Ideas for Future Progress:**

- Develop templates for communication with members
- Grow membership and engagement with members
- Continue to identify opportunities for the role within the organization and region
- Collaborate with other regional representatives on initiatives and communication

**Biggest Learning Moments/Advice for Upcoming Year:**

- Time. There is so much going on within our professional positions. But there should always be time to connect with peers and develop a support network.
- Encourage peers to participate in the organization by attending, volunteering and participating in NWACUHO.

**Position: BC Representative; Acting Alberta Representative**

**Name: Christine Zapisocki**

**Host Institution: University of The Fraser Valley**

**Goals for Position:**

- Recruit members for the Engagement Committee.
- Recruit new members from the many non-affiliated colleges/universities in British Columbia.
- Reach out and be a resource for professionals who are new to the region or NWACUHO.

**Positional Accomplishments:**

- March 2018; completed Board and Committee Chair orientation and training.
- June 2018; resigned from the Alberta Representative position to serve as the British Columbia Representative. Continued to serve as the interim Alberta Representative until February 2019.
- March 2018; represented NWACUHO at Annual General meetings for the Residence Life Professional Association
- ● July 2018; completed site visits to four Alberta Institutes

- October 2018; attended and represented NWACUHO at the Fall General Meeting for the Residence Life Professional Association
- Recruited two BC Institutes to join NWACUHO
- Updated institutional rosters for Alberta and British Columbia Schools

**Ideas for Future Progress:**

- Continue recruiting members for the Engagement Committee.
- Conduct an assessment of NWACUHO programs and services to determine their efficacy in meeting the needs of our members to network and collaborate.
- Develop a curricular approach based on experience levels for involvement in the Association.
- Review and update New Members Handbook.
- Coordinate a drive-in conference for the BC Region.

**Biggest Learning Moments/Advice for Upcoming Year:**

- Schedule regular (weekly) time in calendar for NWACUHO responsibilities.
- Complete your position training within the first month of your term.
- Becoming familiar with and using the resources in the google-drive will deepen your understanding of how the Association works and position you well for success.
- Take advantage of the position to reach out and build relationships with colleagues; it is a great way to connect, and encourage involvement with NWACUHO.