



“National Center for Student Leadership Fall 2014 Conference Funding Proposal”

Proposed Motion: *To allocate \$2,900 from Operating Enhancement [FXXENH] to cover costs of attending the NCSL Fall Conference November 20-23, 2014*

Sponsor: N/A

Persons of Contact: *Giselle Alcantar Soto, VP for Activities and Chelsea Ghant, VP for Business and Operations.*

Guest Speaker: *Giselle Alcantar Soto and Chelsea Ghant*

Date: July 30, 2014

Attached Document

NCSL Fall Conference 2014 Daily Schedule

NCSL Fall Conference 2014 Keynote Speakers information and subject

NCSL Fall Conference 2014 Student Workshop information and a tentative schedule as to who will be attending which workshop.

NCSL Fall Conference 2014 Budget

Background & Context

Chelsea and Giselle were sent an email on July 09, 2014 detailing the NCSL Fall conference and it was suggested that we attend this conference. Given the nature of our positions the conference is a great fit. Activities and budgetary related planning are facets that Universities can easily discuss and something in which ideas can be exchanged.

Networking and community building is a significant part of our job descriptions and developing fresh ideas and learning new skills from other universities is a great way to improve our organization while drawing exposure to our own of a kind shared governance organization. The conference is early enough in the year that with the information we gain, we can apply it to the organization as a whole.

Conference Description

The annual fall National Center for Student Leadership Conference, now in its 36th year, is a four-day conference dedicated to providing an excellent learning opportunity. It brings together hundreds of students and student affairs professionals from campuses nationally and internationally to:

Explore essential leadership topics in an interactive setting

Hear from experts with real-world leadership experience from academia and business

Experience activities that encourage collaboration and communication

Network with like-minded individuals who are passionate about leadership

Conference programming focuses on the social change model of leadership and the attributes that are essential to being a successful leader including: individual growth, group development, and civic-mindedness.

NCSL also offers specific workshops that help leaders leverage leadership roles as they transition from campus to a professional career. The content is hands-on, practical and applicable, so that you can implement what you learn right away.

At this fall's conference we are bringing back top-rated presenters and adding important new voices as well. In a full slate of keynote presentations and workshops, we'll learn about a variety of topics including:

- *Conflict with civility*
- *Diversity and inclusion on campus*
- *Etiquette for leaders*
- *Fundraising using social media*
- *Goal setting and achievement*
- *Marketing yourself for success*
- *Negotiation for leaders*
- *Officer transition and change*
- *Persuasive Speaking*
- *Planning and executing successful events*
- *Public relations*
- *Publicity and promotions*
- *Servant leadership*
- *Transformational leadership*

And of course, you will learn plenty outside the presentations and workshops by sharing ideas and experiences with delegates from other campuses. It's a great opportunity to network and collaborate.

Expect lively discussion, spirited debate, and a rewarding exchange of ideas throughout all four days. You can count on leaving the conference informed, inspired, and brimming with ideas you can put to action right away.

Summary of Proposal

Because it is summer, we are still in the process of learning everything we need to excel in our positions, therefore we are on a tight timeline and will possibly need to take immediate action on this proposal for the sake of costs, as we know prices go up on a daily basis.

We are requesting \$2,900 at this time from Operating Enhancement to cover the costs to attend the NCSL (National Center for Students Leadership Conference) Fall Conference 2014. We hope that this amount will be reduced as we find additional sources of funding

Again because it is at the beginning of the year, whatever we learn will be put to the test and will be included in our legacy documents so as to ensure maximum use of funds that will not only impact this year but will result in projects and knowledge that will be transferrable to fellow board members and future board members.

In addition to benefiting the Associated Students with the knowledge and resources we will bring back from the conference, this is an opportunity to enhance and develop our professional skills that will aid in our success as professional leaders within the Associated students and for future success. We both oversee offices and maintain a supervisory role and this conference will enable us to strengthen our management skills and bolster our confidence in the workplace.

This conference will also give us the ability to pull ideas and connect with other students from across the nation to bring about new change and improvement that will benefit our organization.

Fiscal Impacts

The total trip cost is \$3,454.48 however according to our per diem rates we can only cover up \$2,900 of that cost. There are no scholarships available, we looked on the website as well as called to make sure, the only discounts that are offered are group discounts, which do not benefit us in any way.

We are in the process of seeking out additional funding (donations, and grants) to cover expenses that occur i.e. (\$223 per night of lodging, and additional meals) in hopes of reducing the amount requested.

Rationale

The short term benefit for the both of us to attend this conference, is that we will bring back relevant information that will assist us in improving the organization and the daily operations of the Board of Directors. The long term benefit (and hope) is that we will bring back knowledge that can potentially be created in trainings/projects for AS Employees that can directly benefit the areas in which we work such as The Club Hub, AS Productions, The Personnel Office, The Communications Office, Business Office etc. As well as indirectly benefiting all other offices by transferring and sharing information to other board members, WWU students, and AS Employees.

We can see in the Strategic Plan of the organization and the Bylaws that Western Washington University Associated Students supports the increase of student representation on campus, and off-campus and encourages the continual professional development outside of the classroom.

Strategic Plan: Student Learning and Development

“The Associated Students affirms that the educational experience of students extends beyond the classroom. We believe this co-curricular learning is crucial for the personal and professional development of students. We encourage students to grow through developing and applying their knowledge, skills, values, as well as their sense of self and of community. ”

Strategic Plan: Improve collaboration with organizations and university departments outside of the Associated Students “Develop and improve State-wide coalitions and relationships with other student organizations and student governments. ”

Bylaws: Section 2. Objective:

“The ASWWU exists to ensure student representation in decisions that impact students; support leadership development; provide resources, activities, and information for students; and provide opportunities for students to organize themselves around their special interests, in order to further achieve the mission of the university and complement classroom education. ”

The workshops and the variety of activities offered can be seen in the supporting documents.

Besides workshops there are opportunities in which we can network and exchange information with Conference keynotes, student leaders from other universities as well as interact with professional staff.

Vice President for Activities:

Position Responsibilities

- Ensure that AS Services and Programs serve the best interests of the diverse student body and adhere to AS Policy by:
- Maintaining oversight for the AS Club Activities Office by providing strategic guidance, providing connections to resources, and holding regularly scheduled check-ins with the Club Coordinator.
- Maintaining oversight for AS Productions by providing strategic guidance, providing connections to resources, and holding regularly scheduled check-ins with the AS Productions Director.
- Maintaining regularly scheduled talk times with the AS Student Activities Advisor.
- Communicating and meeting with professional staff as needed, to serve as the AS Board liaison to KUGS 89.3 FM, and KVIK.

Vice President for Business and Operations:

Ensure that AS Services and Programs serve the best interests of the diverse student body and adhere to AS Policy by:

- Maintaining oversight for the AS Personnel Office, Business Office, Assessment Office, and Communications Office by providing strategic guidance, providing connections to resources, and holding regularly scheduled check-ins.
- Actively ensure the objective facilitation of the Assessment Process through the oversight of the Assessment Coordinator. This is done by actively participating in SPAC meetings, providing strategic guidance and context, connecting resources and holding regular talk times. This position assumes the responsibility of the Assessment Process in absence of the Assessment Coordinator.
- Fostering the success and compliance of policies and goals.
- Communicating and meeting with professional staff as needed, to serve as the AS Board liaison to the to the Viking Union, Outdoor Center, Recycle Center, Publicity Center, Lakewood, Child Development Center, AS Vehicles, and Viqueen Lodge.
- Developing, implementing, and interpreting policies, procedures, and program directions established by the AS Board of Directors for day-to-day AS operations.
- Overseeing the internal operations of all AS services and programs.
- Fostering teamwork and communication among all AS departments through Management Council.

We will make a good faith effort to attend the sessions and workshops relevant to our positions, as well as asking the right questions to obtain information and new perspectives that will enhance the offices we oversee and strengthen our leadership development.