

CAMPUS ACTIVITIES

programming[®]

Vol. 54, No. 6

SPRING 2023

THE NACA[®] LIVE RECAP

Plus: Steve Hofstetter Buys a Church
How to Create an Event Playbook
Updates from the NACA Foundation



AS AN ASSOCIATION, we externally and internally mention our vision and mission on a daily basis; you’ve likely heard me refer to them as our north stars. NACA brings together individuals, businesses, organizations, and institutions of varied values, backgrounds, identities and focuses which requires us to have a central focus, a shared purpose. NACA’s commitment to empowering members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities is no easy feat and truly serves as a daily pursuit.

Just this time last year, we launched a new three-year strategic plan and I can’t believe how quickly this first year has come and gone; it’s baffling how time does that to us. In some situations, strategic plans lose their luster; however, given the state of higher education and society NACA’s strategic plan is even more relevant today than it was when being constructed. I firmly believe in the visionary leadership we are practicing; I believe that our efforts to provide DEIA+ competency-based resources will equip practitioners and institutions to better support and positively impact the student experience and student success. Supported practitioners are able to create safe spaces that foster a sense of belonging, and we now know that among students, a sense of belonging is rated as the greatest need. Developing a sense of belonging, as NACA defines it, means that individuals feel their authentic self is personally accepted, respected, included, supported, and safe in the university environment. The efforts to bring our mission and vision to life require steadfast commitment, long-term strategies, regular evaluation, some maneuvering, and some give and take—but with that said, it’s for a far greater purpose: the shared values that bring us together, and the belief in that campus activities can create college communities where everyone belongs.

While the journey is filled with hills —and some valleys— it’s important to remain focused on our why and the difference NACA can and will have on students, communities and higher education. The collective work of each member and volunteer will yield the future we seek to see.

Onward,
Amber



**AMBER SHAVERDI
HUSTON, CAE**

amberh@naca.org



MISSION

NACA empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities.

VISION

To create college communities where everyone belongs.



IT IS HARD TO BELIEVE that we are closer to the end than to the beginning of most campuses' academic year. On my campus we are already in the process of running elections and transitioning organization leadership for the fall semester. With these changes under way, don't forget about the many NACA resources that can assist in training and educating new and old members of student organizations and staff. You are in the process of engaging with the resources provided in this issue but do be sure to check out additional resources on the NACA website.

On a different note, I am disheartened by the rhetoric and legislation currently proposed in various states regarding restrictions on the use of campus activity funds, or more broadly, aiming to discriminate against individuals or groups of people. While the Association does not have a history of engaging in political lobbying, we are living out our shared value of belonging by raising the Association's voice in opposition to any restrictions that would aspire to silence voices or to put in place barriers to belonging and inclusion on college campuses. We will collectively continue to advocate for the free and open exchange of ideas through programs and services provided by our member institutions and for the ability of individuals to find a sense of belonging on their respective campuses.

Closing thought: How can you use your voice to live out your values?

In Solidarity,

Kendrick



**KENDRICK
DURHAM, Ph.D.**

nacachair@naca.org

“
*How can
you use
your voice
to live
out your
values?*
”

CONTRIBUTORS

BILL BOXDORFER, M.A. serves as the program coordinator for Student Organization Management at Saint Louis University (MO) and has over 10 years of higher education experience. Since 2016, he has volunteered with NACA in various roles, both regionally and nationally. He is pursuing his doctorate in Higher Education Leadership at Maryville University in St. Louis.

STEVE HOFSTETTER is a stand-up comedian with over two million followers on social media. He was nominated for a Nobel Peace Prize for his philanthropy during the pandemic, and is currently on an international tour.

COURTNEY JAMES serves as the director of Student Involvement at DePaul University. There, her department directly coordinates over 250 events on two campuses annually. She also serves as a member of the NACA Board of Directors.

SARAH KEELING, Ph.D. serves as director of Education & Research for the National Association for Campus Activities and has over 20 years of higher education experience. Her doctorate in higher education administration is from the University of South Carolina.

NACA[®]

AMPLIFY

Members—Help Spread the Word!

Tell prospective members how your NACA membership has benefited you. Share NACA's social media posts and refer potential members to naca.org/join. Questions? Contact memberrelations@naca.org for more information.

What's In It For Me?

Recruit one new member and receive:

One free registration to a NACA event of your choice.*

Recognition in Campus Activities Programming[®] magazine.

*Visit naca.org/amplify for terms and conditions.

How Do I Amplify? Submit a referral form at naca.org/amplify

SHOUTOUTS!

Thanks to these loyal NACA veterans for referring new members into the fold:

Courtney James (DePaul University) who referred **Erick Beltrán** of **DJ Vestus**

Recruit 3+ new members and add on one of the following:

One free registration to a NACA event of your choice.*

One year of membership (of your current level).

Chair, NACA Board of Directors
Kendrick Durham, Ph.D.

Executive Director
Amber Shaverdi Huston, CAE

Chief Operations Officer
Jameson Root, CAE

Marketing Manager
Stephen Skrocki

Graphic Designer
Jason Jeffers

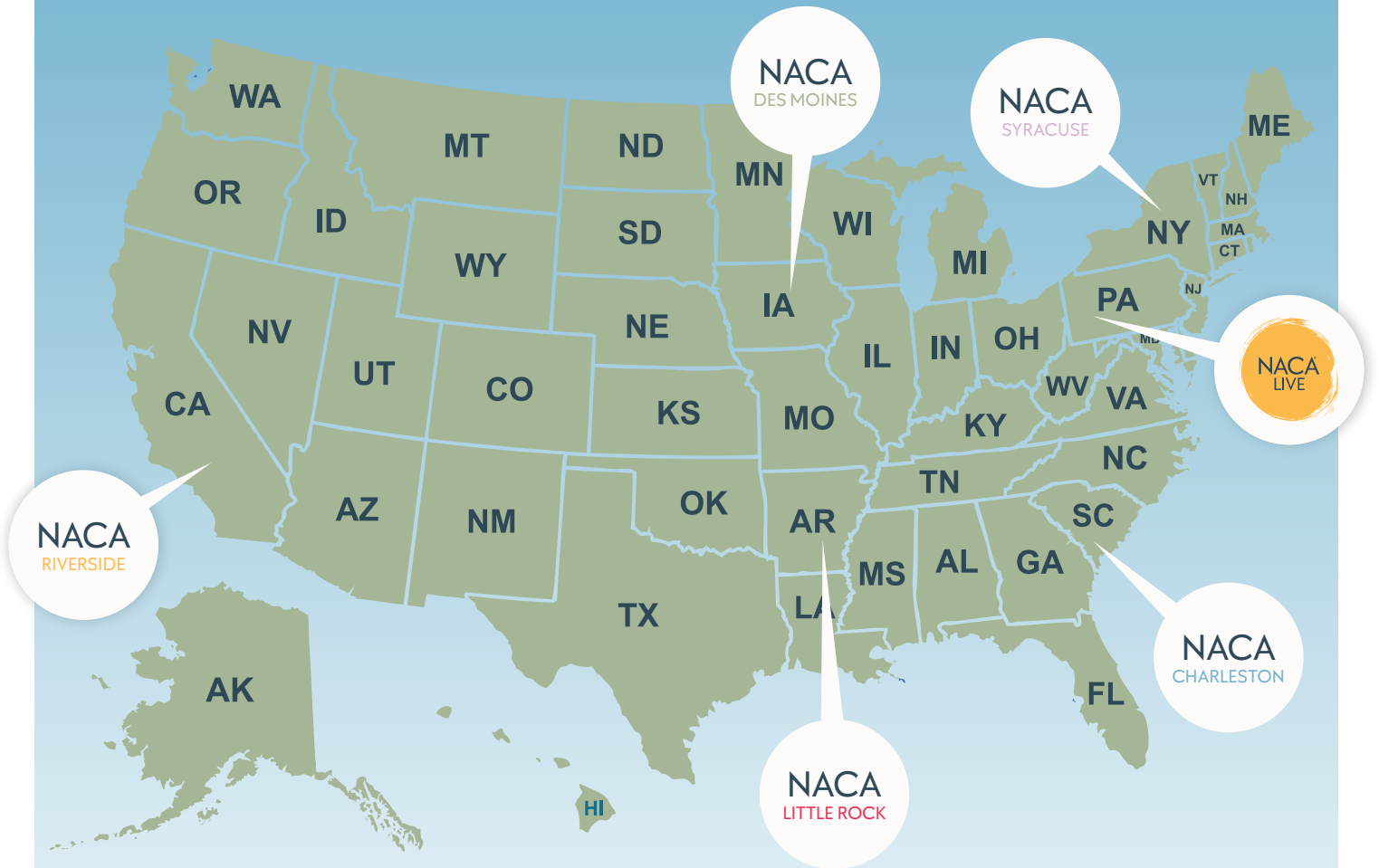
Campus Activities Programming[®] (ISSN 07462328) is published four times a year by the National Association for Campus Activities (Winter, Spring, Summer, and Fall) exclusively for NACA[®] members. Copyright © 2023 by the National Association for Campus Activities. Editorial, publishing and advertising offices: 13 Harbison Way, Columbia, SC 29212-3401. NACA full membership is restricted to institutions of higher learning. Associate membership is restricted to firms whose talent, products, programs or services are directly related to the field of collegiate extracurricular activities. Library of Congress card number 74-646983; Library of Congress call number PN2016.N32A3. Statements of fact and opinion, or other claims made herein, are the responsibility of the authors, letter writers, providers of artist performance reports, and/or advertisers, and do not imply an opinion on the part of the *Campus Activities Programming[®]* staff, NACA[®] Office employees, or officers, staff and other members of the Association. All rights reserved, including the right to reproduce the contents of *Campus Activities Programming[®]*, either in whole or in part. Any reproduction includes, but is not limited to, computerized storage of information for later retrieval or audio, visual, print or Internet

purposes. All protections offered under federal copyright law will be strictly pursued, and no reproduction of any portion of this publication may occur without specific written permission from NACA. No material can be copied, in any form, if the purpose is to sell the material. Periodicals postage paid at Columbia, SC. POSTMASTER: Send address changes to *Campus Activities Programming[®]*, 13 Harbison Way, Columbia, SC 29212-3401.

NACA, National Association for Campus Activities, *Campus Activities Programming[®]*, *Programming* and all other designated trademarks, service marks and trade names (collectively the "Marks") are trademarks or registered trademarks of and are proprietary to NACA, or other respective owners that have granted NACA the right and license to use such Marks.

NACA allows its members to promote their NACA[®] membership on websites and printed materials. However, this designation does not imply NACA sponsorship or approval of events or content. For questions about the use of the NACA[®] membership logo or to request permission to use it, please contact Jameson Root at jamesonr@naca.org.

NACA's 2023-24 Event Schedule



CONFERENCES

Charleston, SC October 12-14, 2023
 Little Rock, AR October 19-21, 2023
 Syracuse, NY October 26-28, 2023

Riverside, CA November 16-18, 2023
 Des Moines, IA April 4-6, 2024

NACA® LIVE 2024

Pittsburgh, PA
 Feb 24-26

The NACA Live schedule will change for 2024 as we will begin on Saturday morning instead of later Saturday afternoon as in previous years. Anticipate 3 full days of convention programming as we continue to evolve the NACA Live experience based on attendee feedback. More details to come later this fall.

2023 SUMMER INSTITUTES

Student Government Institutes:

CU Denver (CO) June 13-16
 Methodist University (NC) June 27-30
 University of Louisville (KY) July 18-21

Programming Board Institutes:

DePaul University (IL) June 20-23
 CU Denver (CO) July 11-14

For the latest info on NACA events, visit naca.org and follow [@thenaca](https://twitter.com/thenaca) on social.



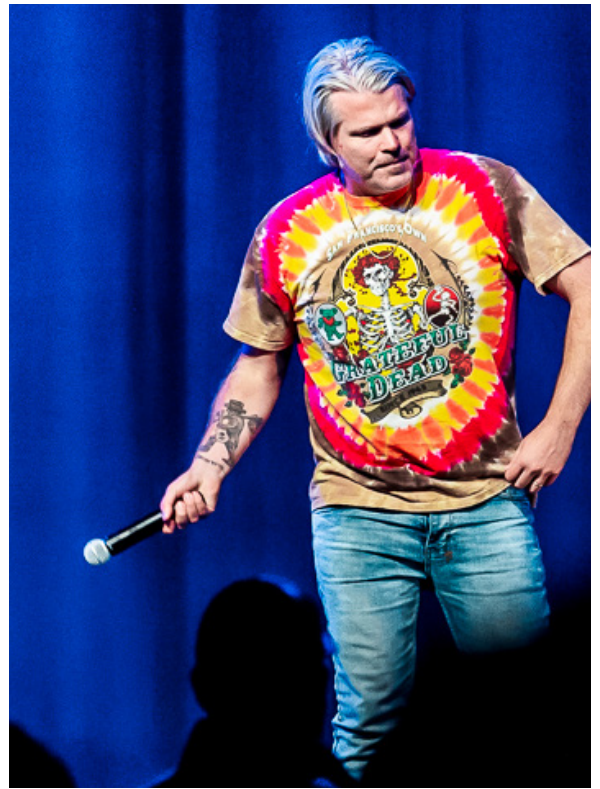
NACA® Live 2023 was a roaring success with 1,345 school delegates from 261 schools and 83 associate firms represented in the Campus Activities Marketplace. Here are some photo highlights of the event, which was held on Feb. 18 through Feb. 21 in Louisville, Kentucky.

Photos by Stephen Skrocki













NACA® Achievement Awards



Each year at NACA® Live, awards are presented to school and associate members for their achievements in campus activities. Congratulations to this year's recipients!

FOUNDERS AWARD

Ken Brill, Augustana College
Jon Dooley, Elon University

LIFETIME MEMBERSHIP AWARD

Tim Moore (*retired*)
Paul Shrode (*retired*)

CAMPUS LEGEND AWARD

Scott Bass, Bass-Schuler Entertainment

LEGACY AWARD

Joe Benyish, Salisbury University

FRANK HARRIS OUTSTANDING STUDENT GOVERNMENT ADVISOR AWARD

Gary Manka, University of South Florida

C. SHAW SMITH NEW PROFESSIONAL AWARD

Chris Pruden,
Montana State University-Bozeman

PATSY MORLEY OUTSTANDING PROGRAMMER AWARD

Jarrick Brown,
Texas A & M University-San Antonio

OUTSTANDING DIVERSITY ACHIEVEMENT AWARD-PROGRAM

FERIA: Latinx Heritage Month Kickoff & Lowrider Car Show, DePaul University (IL)

OUTSTANDING DIVERSITY ACHIEVEMENT AWARD-INDIVIDUAL

Megan Dufrane-Groose,
University of Wisconsin - Green Bay

2023 NACA HALL OF FAME

Step Afrika!



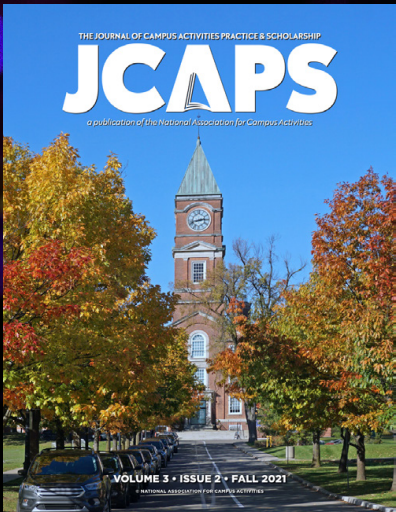
NACA Chair Kendrick Durham (left) presents C. Brian Williams of Step Afrika! and Greg Polvere of GTHQ with the 2023 NACA Hall of Fame award.



VOLUNTEER!

Find a host of opportunities
at naca.org/volunteer

WRITE FOR PUBLICATION



INTERESTED? Email marketing@naca.org



“I had no idea that my path as a college comedian would eventually lead to owning two former churches but, well, here we are.”

A COMEDIAN WALKS INTO A CHURCH —AND BUYS IT

by
STEVE HOFSTETTER
Photos by TAYLOR RESCHKA

GROWING UP A JEWISH KID IN NEW YORK CITY, I never would have guessed that I'd eventually live in Pittsburgh and own two former churches. So when I was asked to tell you how it happened.. I gladly obliged.

For the first decade and a half of my comedy career, I was known predominantly as a college comedian. I performed at over a thousand campuses, many of them multiple times. I did shows for student activities, but also for fraternities and sororities, sports teams, school newspapers, and any other student group you may or may not have heard of. And I learned so much from the experience.

First, I learned production. Sometimes I'd get to campus and the show would be held at a beautifully lit theatre. Others, I'd be on a makeshift stage in a student center food court while competing with clerks yelling "Order number 43!"

I started learning what set-up works and which items make shows challenging. I learned to keep the house dark and the stage bright, how to work a hundred different sound boards, and to set up seating facing the stage (that last one should be obvious). I often arrived arrive at a school and immediately got to work rearranging chairs, adjusting the levels, and my favorite – figuring out the best lighting when the room was inexplicably pre-programmed to only have a limited number of scenes.

The other takeaway from my experience performing at colleges was observing the need for education outside of the classroom. At every show, there'd be a student who wanted to speak to me about a potential career in entertainment.

The Steel City Arts Foundation and Sunken Bus Studios are a culmination of everything I learned in college. Both from my own campus experience and through the thousand others that I've visited.

The Steel City Arts Foundation was my first former church, and I'm aware of the oddity of that sentence. I created the foundation in memory of my father, and its mission is to provide mentorship, equipment, and education to comedians. Unfortunately, that

building is in a residential area, so parking and the number of events we could potentially hold are both limited.

Those challenges led to the addition of Sunken Bus Studios at a second former church. While not officially affiliated with the foundation, Sunken Bus will provide a ton of opportunity. Sunken Bus is almost 20,000 square feet of production studio, office, and live event space and it has one thing the Steel City Arts Foundation will never have: ample parking.

Sunken Bus Studios has many parts to it, and I'll try to explain them all as succinctly as possible.

The name "Sunken Bus" comes from Pittsburgh's tendency to airlift buses. If you've never seen a picture of the 2019 Pittsburgh sinkhole, you owe it to yourself to google that. One of the things I enjoy most about Pittsburgh is the pride in the city. Good or bad, if it happens in Pittsburgh, it's ours. The name is a nod to that – this isn't a Hollywood studio. This is Pittsburgh.

Sunken Bus' first floor consists of a collaborative office space and a private screening room. The offices are used for company operations, but also rented to other creative professionals so they can benefit from working near (and with) each other. The screening room allows for my production team to work with an editor on a film and to hold exclusive screenings.

One half of the second floor is a large dance studio, rented by Night & Day Dance and home to multiple teachers who specialize in private lessons. The other half has three parts: a world-class post-production facility, a commercial kitchen, and a workshop. The kitchen won't be in use immediately but will eventually allow us to expand into food service for events. The workshop is where we will build sets for film production as well as where we will keep the tools that an old church needs for maintenance. There is so much maintenance.

The third floor is the heart of the building. One side houses the enormous audio studios run by Red Caiman Media. Those studios



might just be the best in Pittsburgh, large enough to host an orchestra and having recorded everyone from Dave Matthews Band to members of the Wu Tang Clan. The other side is the former chapel that will be used for two purposes: events and film production. With high ceilings and perfect acoustics, it's a wonderful place to film just about anything. And since set pieces are fairly two-dimensional, we will push them against the wall in between filming. When we hold live shows, customers can watch their favorite artists from a diner counter or a barber shop or a western saloon. The only limit is our imagination and what we've filmed. It also makes one hell of a unique wedding venue.

The exterior of the building will be refaced and the parking areas will be repaved, but I also want to change the aesthetic. As of now the plan is three-fold: 1) a mural on the side of the building. 2) A bus buried partway into the ground. 3) A giant "Hollywood"-esque sign, but ours will say "Not Hollywood". I am proud of what we are, and I'm leaning into it.

When I started performing at colleges, it was because colleges were the world I knew. I was 23, recently graduated, and made my name by writing for CollegeHumor.com. I had no idea that my path as a college comedian would eventually lead to owning two former churches but, well, here we are.

I am still actively involved with colleges through my foundation. Some of our members are students at the local campuses like the University of Pittsburgh and Carnegie Mellon. I've spoken at Point Park University, and mentored an entertainment marketing class there. I am working with local internship programs to provide educational opportunities on site. And one of the ways that we fundraise is by holding campus shows for free. Well, sort of.

In exchange for the use of the venue, the school pays nothing for the show and students get complimentary tickets. Non-students buy tickets just like any of my theatre shows, and the money raised goes to the foundation. The students who help produce the show learn how to run a ticketed event, student activities gets a show without having to pay for it, and the Steel City Arts Foundation is able to create more opportunity. It's the perfect combination of what I learned during my time on the college circuit.

Will I buy another former church some day? Maybe. I love their architecture, their acoustics, and their sightlines. For now, I am content with two of them. That's two more than I ever thought I'd own.





Learning Doesn't Have to Stop When the School Year Ends.

This summer, let us take the hassle out of training your board officers and student programmers. Or use our programs as a springboard or complement to your current training schedules.

2023 Institutes

Attend an in-person NACA Institute where you can have fun, learn valuable skills and network with both seasoned professionals and fellow students. Institutes provide you with the skills to further excel as a leader on your campus.

Learn more at naca.org/institutes.

Student Government Institutes:

June 13-16 at CU Denver (CO)
June 27-30 at Methodist University (NC)
July 18-21 at University of Louisville (KY)

Programming Board Institutes:

June 20-23 at DePaul University (IL)
July 11-14 at CU Denver (CO)

Can't make it to an institute this year? We've got you covered. Learn online from anywhere with our Summer Essentials virtual education series.

Find out more at naca.org/SummerEssentials.

Takeaways from The Forum for Student Organization Advisors



Bill Boxdorfer

Saint Louis University (MO)

OVER THE PAST 4-5 YEARS, NACA has made an intentional effort to foster the educational growth of the Association. From the Summer Institutes & Summer Series to the Mid-Level Professional Course, the Association is committed to the educational development of its members. Each year, I work to maximize my membership with NACA to further develop myself to better serve students. I set goals for myself; one goal always involves strategically using the resources and benefits of NACA.

This academic year, NACA developed and implemented the Forum for Student Organization Advisors, held on February 18 before the kickoff to NACA Live in Louisville. The Forum provided a space for attendees (new professionals and seasoned professionals from various institutional types) to learn how we can support and develop our campus student organizations. The association featured experts at the Forum that included Dr. Kellie Dixon of Baylor University and Michelle Whited of Illinois State University as well as NACA's very own Dr. Sarah Keeling and Leah Eickhoff.

Dr. Kellie Dixon, the forum's first speaker, presented on DEI & Intentional Assessment. Dr. Dixon, or as they mentioned, Dr. K for short, kicked off the morning presentation by asking the attendees, "What motivates you?" This question had authentic, honest answers shared openly by the attendees. It led to the topic of whether we were People-Driven (motivated by the growth of others), Performance-Driven (motivated by achieving results and goals), Process-Driven (motivated by meaningful order), or a combination of the three. We were asked how our motivations were associated with relationship awareness and how the motivations show up in

our work with students. Dr. K stated that we must understand our campus culture through the lens of our campus activities. Through Dr. K's presentation, there were several key takeaways. We need to make room for various perspectives to be heard and valued at the table. Our assessment practices must align with the missions of the University, Division, and Development. We must involve the students in the data collection & analysis and then share the results.

Michelle Whited was the forum's second speaker and spoke to the attendees on "Establishing Yourself as a Student Organization Advisor." This presentation gave us fantastic recommendations for being better advisors and professionals. We must have clear expectations of ourselves that align with those of our students, colleagues, etc., when establishing ourselves as student organization advisors. Michelle emphasized that we need to understand the environment in which we work, our priorities, roles, and responsibilities, and how to extend our professional support network while building our professional reputation amongst the students that we serve. Each institution is different, and it is important to understand the campus environment and student population and know how to utilize the partnerships/resources to meet the needs of our students. We were called to challenge ourselves to continue our growth to learn for the betterment of our student's experiences.

We were fortunate to have several fantastic roundtable discussions facilitated by the NACA staff on various topics, such as a sense of belonging and the role student organizations play on our campuses, assessment, student organization governance, risk management,

liabilities associated with student organizations, and countless other topics. The professionals shared experiences, offered advice, listened to others, etc.

Overall, the major takeaways from the Forum for myself were:

- Reflect on what motivates you - People, Performance, or Process
- Always remember your “why” in this field
- Build your network of support, find a mentor, and be a mentor.

I will end by saying that I truly enjoyed my experience at the first-ever Forum for Student Organization Advisors and hope that colleagues in the association take the opportunity to participate in the next Forum offered by NACA. It will be a tremendous experience, I am sure.

Data from the Post-Forum Survey

As a result of attending The Forum for Student Organization Advisors, 96% of respondents agree or strongly agree that the learning outcomes listed below were met.

- Recognize the impact of national trends and policy changes on student organizations and their advisors.
- Identify and implement strategic and inclusive policies and practices.
- Assess the needs of the campus community with a focus on improving the student experience and sense of belonging.
- Build a network of colleagues that can offer support, ideas, and resources.

What did attendees of the Forum think?

“It was so great to get a glimpse of the resources out there and hear that other institutions were facing similar obstacles and situations. It was great to have a space to have this kind of connection, as there’s nothing else like this designated for student organization advisors.”

“It was most beneficial to ‘build a network of colleagues and get to discuss strategies that they utilize on their campuses for the same issues we are having.’”

“I really needed the opportunity to interact with other professionals and rejuvenate after a rough few years.”

“My greatest benefit was networking and discussing with professional staff facing the same hardships and challenges that I face every day... I loved being in person with people from all over and different backgrounds.”

“I think it was nice to connect with other student affairs professionals who have similar responsibilities. It is a very niche field, so it can become difficult to come up with new ideas by yourself.”



Focusing on Belonging for Campus Staff

Sarah Keeling, Ph.D.

NACA Director of Education & Research

NACA's vision is to "create college communities where everyone belongs." In fact, in our recent school member survey, 93.5% of respondents indicated that creating a sense of belonging is one of the top three benefits of student involvement/engagement on campus. The survey also showed that burnout among colleagues and personal burnout are two of the top three current challenges they are facing.

This leads to the question - who is focused on sense of belonging for staff? After all, we spend the majority of our lives in the workplace. While professional staff members on campuses excel at creating a sense of belonging for their students, they often do not think of themselves. Professional staff members and senior administrators must consider their own sense of belonging and that of their staff.

Sense of belonging on campus is defined as the extent to which individuals feel their authentic self is personally accepted, respected, included, supported, and safe in the university environment. Focusing on a sense of belonging for staff can lead to increased job satisfaction, employee retention, and productivity. There are several key components to consider:

Open Communication - Open, transparent communication is key to fostering a sense of belonging. Transparency helps build trust and provides needed insight into why decisions are made. This speaks to the larger campus environment and culture. Leaders at all levels of the institution need to practice and model effective communication skills.

Collaboration - Another important part of building a sense of belonging is collaboration. Most people want to feel like they are a vital member of a team, so it is important to find team projects or connections that bring people together. This will also help increase social interactions, which are important to both team and culture building. When people feel involved and engaged in their daily work, they are more likely to bring positive energy to the workplace and stay with the organization.

Opportunity for Growth - Professionals want to feel like they can grow and learn in their positions. This is where professional development comes in. Investing in professional development benefits not only the employee, but also the organization. Any knowledge and skills that are gained can be utilized to benefit staff, students, and the organization. NACA offers professional development opportunities, such as the Mid-Level Professionals Course and The Forum for Student Organization Advisors. These opportunities will benefit participants with the professional development which will positively impact the institutions they serve.



College communities can expand the idea of sense of belonging to also encompass professional staff members. What other key components contribute to sense of belonging for employees? For further reading on this topic, check out *Imagine Belonging* by Rhodes Perry and *Inclusion on Purpose* by Ruchika Tulshyan.

Setting Your Event Up for Success: How to Create an Event Playbook

Courtney James

Director of Student Involvement
DePaul University

A former supervisor of mine - Kay Robinson at the University of Central Oklahoma - used to tell me regularly while I was planning events that she loved a good attention to detail. She taught me that the details are what take a standard event and make it exceptional. As an early campus activities professional, I quickly learned, though, that I couldn't pay attention to the details unless I had my main event details outlined. I realized that I needed a better system to organize event details- especially when I had multiple events I was preparing for at any given time.

With this, the Event Playbook was formed. As I put it to my staff, Event Playbooks exist just in case you win the lottery and decide to never come to work again. In theory, anyone can pick up your Event Playbook and execute your event. When used as a planning tool, it also helps to fill in details and centrally store information—particularly if you are co-designing an event experience with collaborators.

Not every Playbook is the same. The elements of an effective Playbook may differ from campus to campus and depending on your campus, may even differ from event to event. Here's what's included in a standard introduction for a DePaul Event Playbook:

- **Main Event Details**
- **Title of the event**
- **Date**
- **Time**
- **Location (both primary and severe weather location)**
- **Contact Name & Phone Number**
- **Target Attendance**

As you move into the core of the Playbook, more and more detail should be included. For a standard DePaul Playbook, event planners will include the following detailed logistics:



- **Giveaway at the Event**
- **Event Supplies**
- **Catering Confirmation (including quantities of order and delivery/setup details)**
- **Day of Schedule**
- **Detailed & Confirmed Event Layouts**

For some of the logistics, our Playbooks will often include multiple versions of certain elements. For example, with a Day of Schedule, we will save two versions. The first version is a very detailed full event schedule that has every delivery, set up, tear down, vendor delivery, and more. The second is much shorter and is our public facing schedule that we can copy and paste as needed for partners that may be asking for details.

Over time, we've found that Playbooks are not only great to help with day of logistics, but they also help us to track progress as the event develops. A few examples of elements that we may use a Playbook to track include:

- **Volunteer Confirmations**
- **Vendor Confirmations and Details**
- **Invited Campus Partners & Confirmations**

By adding a "Status" section to a table within a Playbook, you can track progress when collaborating with others. For example, if you add a "Status" section to your vendor table, you can note if you have only received a quote, if it's been confirmed, and what the status of payment is. At DePaul, we frequently will add a date as well just so others know when the most recent update happened.

As you're reading, you may be thinking that all of this is pretty standard for what you do. You would be amazed, though, how few professionals get in the regular practice of documenting and investing in the preparation of their events and experiences. Once you get in the regular practice of detailing your preparation documents, you can start to focus on event details. Additionally, when you have the core of an effective playbook, you will also find that setting baseline details for your event may become easier and easier.

As you consider developing an Event Playbook for your next event, check out a few examples from DePaul's Office of Student Involvement here:

Mini Vinny Fest

Blue Demon Welcome

Over time, I've realized that while Playbooks are helpful for us leading up to an event and on the day of an event, they have also been exceedingly helpful in staff transition. As staff have moved on to the next stage in their professional journey, I've been able to pull up old playbooks to give a comprehensive look at all of the details of an event.

Foundation Updates

New Undergraduate Scholarship Established: The Harris Goldberg Memorial Scholarship

The Harris Goldberg Scholarship was created with the vision of promoting education, leadership, teamwork, and the development of students' professional skills both inside and outside of the classroom and encouraging participation in the production of live music, comedy, and speaking events. Created from the proceeds of the single largest donation received by the NACA Foundation in its history —thanks to the generosity of Concert Ideas— The Harris Goldberg scholarship will distribute two new \$500 scholarships annually along with a \$2,500 scholarship for at least the next four years to undergraduate students.



“The NACA Foundation is honored to be able to commemorate Harris Goldberg, a pioneering associate member in campus activities, who kept students at the forefront of all he did,” said Foundation Chair Adam Frank. “We are thrilled to be able to have his commitment live on in perpetuity with these new annual scholarships named after him. We are thankful to Concert Ideas for their extreme generosity with their record setting gift and look forward to seeing student leaders continue to benefit from Harris’ legacy.”

Applications are now open for The Harris Goldberg Memorial Scholarship and are due by May 31. If you know a deserving undergraduate student, please encourage them to apply.

Research Grants to be Named in Honor of Dr. Adam Peck

As announced at the Foundation Donors Reception at NACA Live in Louisville, the Foundation Board of Trustees has decided to name the NACA Research Grants in memory of the late Dr. Adam Peck who passed away on September 30, 2022. In doing so, the Foundation hopes to honor Dr. Peck’s lifelong commitment and dedication to advancing Campus Activities practice and scholarship.



2022 Research Grant Recipients

					
Lauren Irwin University of Iowa	Donovan Nichols University of Toledo (OH)	Krista Soria University of Idaho	Amy French Bowling Green State University (OH)	Mary Ellen Wade Wilmington University (DE)	Brittany Begley Wildman University of Louisville (KY)
AWARDED A GOLD GRANT	AWARDED A SILVER GRANT	AWARDED A SILVER GRANT	AWARDED A BRONZE GRANT	AWARDED A BRONZE GRANT	AWARDED A BRONZE GRANT

Foundation Fundraising

NACA® Live in Louisville

Total Raised: \$4,148

At NACA® Live, the NACA Foundation saw the commitment and generosity of our NACA community. By infusing friendly competition with fundraising opportunities, we made NACA® Live a perfect opportunity to donate. Our fundraising strategy that would end up raising \$4,148.

The Gift Card Raffle returned and thank you to those who helped contribute \$225 to secure gift card prizes for the raffle. Fundraising events during the convention and donor reception raised \$2,598, including our new text-to-donate feature.

The NACA® Live Trivia Contest raised \$1,325 and was held during the Staff & Associate Reception at Tavern on 4th where teams competed for glory. The competition was intense and tested the minds of every team that night.

Thank you to everyone who was able to donate and for those who donate throughout the year.

2022-23 NACA Conferences Fundraising Totals

NACA Atlanta.....	\$307
NACA Fort Wayne.....	\$405
NACA Hartford.....	\$3,094.47
NACA Spokane.....	\$1,072
NACA St. Paul.....	\$318
Total Raised	\$4,386.47

Thank you to all of the volunteers who supported the Foundation through fundraising initiatives during the NACA conferences in Atlanta, Fort Wayne, Hartford, Spokane, and St. Paul.

Founders Award Campaign

Total Raised: \$4,103.80

The Founders Award is the Association's highest honor, given to those individuals who, during the years, have given their time and talents in such a way as to contribute significantly to NACA. They have exemplified the standards of professional integrity and conduct, have achieved stature in their profession or academic pursuits, hold the esteem of colleagues and peers, and have worked to further the field of campus activities programming.

The Foundation started a new tradition of seeking donations in honor of the Founders Awards recipients and their significant contributions to the Association. This year's recipients, Jon Dooley, Ph.D. and Ken Brill, assisted in raising more than \$4,000 for the Foundation's scholarships and grants.

Thank you to all who contributed in honor of Jon and Ken this year and we look forward to honoring next year's Founders Award recipients with a similar campaign.



Dooley



Brill



Support the Foundation

When you support the Foundation, you are a part of something really special: a community dedicated to developing knowledgeable and innovative leaders through research and scholarship. Since 1982, our donors' belief in the NACA® Foundation as a valuable community asset has made it possible to award numerous scholarships, research grants, and professional development opportunities to members of the campus activities community. We take great pride in our mission and accomplishments, and with your continued support, we can persist in advancing the field of campus activities. The Foundation currently offers a variety of scholarships to assist undergraduate students, graduate students, professional staff and associate members in pursuing educational interests and career development.



Don't forget!
May 5 is the Day of Giving!





Are you ready for life after college?

The **NACA® Employability Skills Assessment** is an assessment tool designed to help students as they prepare for their next step after graduation – their careers. It was developed in 2015 in response to a survey published annually by the National Association for Colleges and Employers (NACE) in which employers identify the skills they are seeking from recent college graduates. NACE released a new set of career readiness competencies in 2021, and a group of NACA volunteers and staff used these as a foundation for updating the assessment.

This tool allows students to evaluate themselves on the skills employers seek, and it provides them with suggestions for mastering these skills through their involvement on campus and personal reflection. As an added option, this tool also allows you to evaluate them on these same skills so that they can compare their self-evaluation with that of their advisor. The evaluation results include national averages so students can also compare their scores with those of their peers from around the country. Log in today and evaluate your skills in these areas:

Communication

Critical Thinking

Diversity, Equity, Inclusion & Accessibility

Teamwork

Leadership

Program & Project Management

Information Management

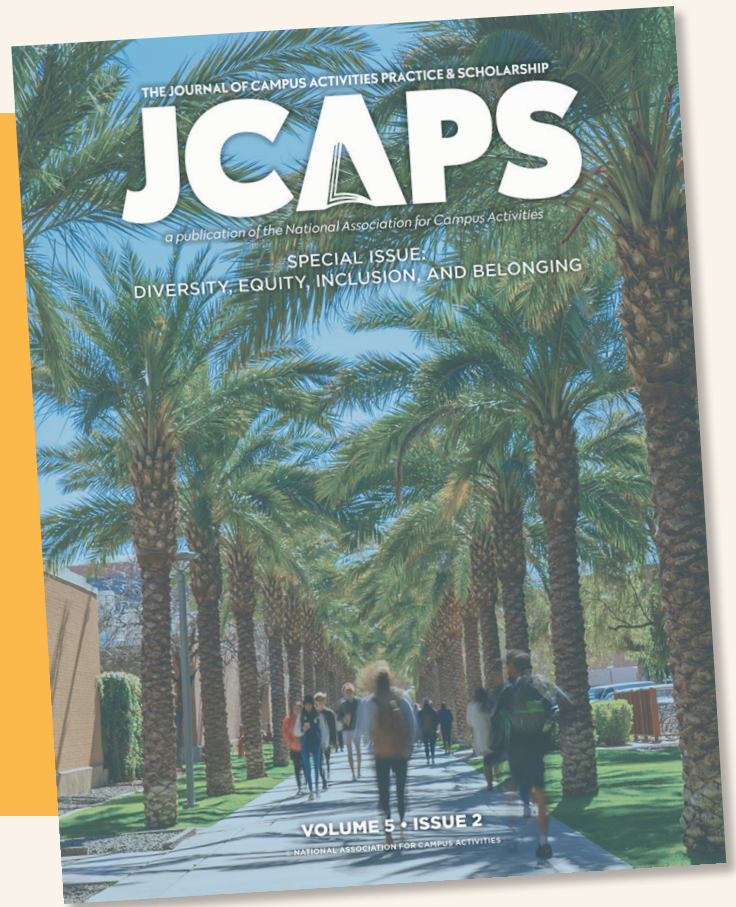
Personal Growth & Development

NACA[®]
EMPLOYABILITY SKILLS
ASSESSMENT

naca.org/skillsassessment

JCAPS
Special Issue:
Diversity, Equity,
Inclusion and
Belonging

Available now at
naca.org/jcaps



NACA[®] 24/7

Find, review and book artists from
your computer or mobile device –
anytime, anywhere.

NACA[®] FOUNDATION SCHOLARSHIP OPPORTUNITIES

Available for undergraduate students, graduate students,
professional staff and associate members.

NACA[®] Northern Plains Regional Student Leadership Scholarship

NACA[®] Mid Atlantic Undergraduate Scholarship for Student Leaders

NACA[®] South Student Leadership Scholarship

Multicultural Scholarship Grant

NACA[®] Mid Atlantic Graduate Student Scholarship

NACA[®] Foundation Graduate Scholarships

NACA[®] Mid Atlantic Higher Education Research Scholarship

Lori Rhett Memorial Scholarship

Barry Drake Professional Development Scholarship

Markley Scholarship

NACA[®] Mid Atlantic Associate Member
Professional Development Scholarship

Ross Fahey Scholarships

Scholarships for Student Leaders

Zagunis Student Leader Scholarship

Tese Caldarelli Memorial Scholarship

Alan Davis Scholarship

Harris Goldberg Memorial Scholarship (all regions)

For qualifying information, application deadlines
and more, visit naca.org/foundation

NACA[®]
FOUNDATION

NACA Store

Get your new NACA gear in time for conference season.



store.naca.org