

## ACPA Commission for Administrative Leadership

CAL CONVERSATION –  
APRIL 2013

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“You can teach a student a lesson for a day; but if you can teach him to learn by creating curiosity, he will continue the learning process as long as he lives.”

~Clay P. Bedford

Welcome back to the ACPA CAL conversation! Here’s your April edition. Don’t be left out of the conversation, your voice counts. Get involved by following us on twitter [@CALacpa](#) or emailing Donald at [wwalker@towson.edu](mailto:wwalker@towson.edu).

Last issue there was a misprint in introducing the 2013-2014 CAL Leadership Team. So, now **INTRODUCING THE LEADERSHIP TEAM!**

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### Recently on Twitter:

### What’s your brand?



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## **VICE-CHAIR GOALS:**

The vice-chairs of ACPA CAL have been so gracious to send us their goals for the upcoming year. Please feel free to contact each of them to find out how you can help!

### **Goals for Vice Chair of Membership Area – April Rogers**

This year in the membership area there are a few items we would like to work on to hopefully improve the membership experience for CAL members.

1. Work in conjunction with other chair areas to create and/or publicize professional development opportunities for available for our members and directorate board. (Ex: webinar, trainings, twitter chats)
2. Develop a web based new directorate board orientation to take place before convention.
3. Create a buddy/mentor system for new directorate board members to allow the new DB to connect with a current DB member in order to develop a way for the new member to have questions answered in more personal manner.
4. Create a year round recruitment process for new directorate board members.
5. Further develop our presence at the Convention Showcase.

### **Goals for Vice Chair of Programs Area – Jayne Brownell**

The Programs area is enthusiastic about the possibilities for CAL this year. In addition to programs for Convention, we want to bring information to CAL members throughout the year.

1. We sponsored or co-sponsored seven successful programs during the 2013 convention. Since we know there are many more people interested in these topics than could attend in person, our goal is to share highlights from each sponsored program over the course of the next year. We have reached out to the presenters, and are starting to gather those summaries to include in *CAL Conversations*.
2. During this year's convention, we talked about the possibility of publishing a series of articles in *Developments*. We believe that a series of articles on professional development topics such as supervision, budgeting, managing campus politics, etc. could be a good option for this year.
3. "Burning Issues" has been a challenge for CAL over the years. There are many topics that we are interested in discussing between conventions, but it's hard to find the right forum for that. Last year we tried to introduce #CALchat on Twitter. While the content was great, we didn't have much participation, perhaps because of the number of chats taking place with other groups. Our goal this year is to partner with #sachat, perhaps allowing us to guest moderate once or twice this year.

Finally, we will work to increase the number of sponsored program proposals for review next year, reaching out to our membership to suggest topics that we believe would be a good fit for CAL sponsorship. That process will begin late in the spring.

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## Vice Chair Goals cont'd...

### Goals for Vice Chair of Communications Area – Tricia Smith

Greetings! The Communications area is looking forward to a terrific year with CAL. Here are the goals in our area. Please reach out if you would like to participate or contribute in any way.

1. Continue to expand and enhance an already strong **recognition** program. Awards presented from CAL include: New Professional, Mid-level Professional, Senior Level Professional, Excellence in Institutional Change, and Outstanding Contribution to the Commission
2. To develop the resource collection online with **content** regarding trending issues, information from sponsored programs, and include past white papers written by the CAL membership.
3. To effectively engage the membership through **technology**, specifically improving the visual appeal and content of the website, and intentional outreach on social media.

#### Strategies:

- We will use collaboration to enhance our work at the intersections of commissions and standing committees. (current plans to work with the Task Force for Alumni Relations & Development, for example)
- As the Commission that most broadly represents excellence across functional areas in student affairs, we will be active participants in the conversation around the ACPA/NASPA Professionals Competencies and the development of the associated registry.
- Monthly communications via email, phone, and social media will keep the sub-committee on target with goals and innovations.

## ACPA CAL Sponsored Program Highlight

*During the 2013, convention, Dr. David Anderson, Professor of Education and Human Development at George Mason University, presented a co-sponsored workshop entitled: “Meaningful Leadership with Substance Abuse Prevention: Intersections of Qualitative and Quantitative Research.” This article includes an edited version of the notes that Dr. Anderson shared with us.*

This workshop highlighted three overall areas regarding substance abuse prevention on our college campuses. First, the status of drug/alcohol problems, policies, programs, services, administrators’ perspectives and more were highlighted, demonstrating what is being done to reduce drug and alcohol problems on the campus. Second, long term trends on these issues were identified, with the general observation being that the extent of problems, the level of efforts, and the nature of campus strategies and philosophies has not changed much over the last two decades. Sub analyses were done based on size of institution, public/private status, and whether alcohol is prepared. Third, action steps for college leaders were highlighted, with specific recommendations about what leaders should know, say, and do. Specifically, campus leaders are encouraged to be aware of the breadth of substance abuse problems, realize these are preventable, engage students and professionals in discussions, and ensure appropriate resources within the context of a long-term plan. The full workshop content is available on the ACPA website; Dr. Anderson’s office website at [www.caph.gmu.edu](http://www.caph.gmu.edu) provides additional resource information helpful for campus leaders.

Dr. Anderson’s complete article can be found on the ACPA CAL Resources page under [“Additional Resources”](#).

*\*Have something to add about this session? Tweet it [@CALacpa](#) #SAgrow*

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