

# Executive Committee Reports

*Business meeting at the 61<sup>st</sup> WACUHO Annual Conference and Exposition - Sacramento*

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## MEMBER AT LARGE-NORTH

*Justin Vacca, MAL North, Holy Names University*

### Northern RAP

*Chairs: Kristen Mann, Stanford & Shelley Marshall, Cal State East Bay*

- This year's NRAP was on November 5, 2016 at San Francisco State University
    - Conference theme was "Moving From Awareness to Advocacy"
    - 505 total attendees from 22 institutions
    - Hundreds of donations were made to assist in creating SFSU's new Toiletry Pantry
  - We're looking for a host campus for NRAP 2017
    - If interested, please contact your MAL-North
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## MEMBER AT LARGE-CENTRAL

*Jordan Richman, MAL Central, University of California, Los Angeles*

### Central RAP

*Chairs: Andre Philippo, Marymount California University and Tanis Matlock, CSU Fresno State*

- February 25, 2017
  - Host: California State University Fresno State
  - Budget
    - Revenue \$7760
    - Expenses \$7719.89
    - Net \$40.11
  - 10 institutions in attendance
  - 298 attendees
  - Nearly 50 program sessions
  - Theme: A Heart for Change
  - 1044 canned goods collected (El Dorado Park Programs)
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## MEMBER AT LARGE-SOUTH

*Rexanne Bowman Anderson, MAL South, University of California, San Diego*

### Southern RAP

*Chairs: Jenna Hazelton, SDSU and Kirsten Levine, CSUSB*

- *The SRAP committee worked diligently to find a host for SRAP. After reaching out to 10 different university campuses the committee looked into alternative options. These*

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*included: hosting at a hotel, doing a web-conference and looking into community college and high schools campuses.*

- *The committee used this year as an opportunity to evaluate SRAP and question if SRAP was meeting the needs of our students and the Association.*
  - *During an in-person meeting the committee created an updated SRAP timeline that allowed for the outgoing committee to set the skeleton structure (host and date) for the incoming SRAP committee.*
  - *Working with other MALs to create a Hosting RAP Interest Form along with Host Bid information to streamline the process and create uniformity with all three regions.*
  - *Working with Time and Place along with WACUHO Execs I to find future SRAP hosts.*
  - *Still seeking a host for SRAP 2017/18.*
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## JR. TECHNOLOGY COORDINATOR

*Chris Young, Jr. Tech Coordinator, University of California, Santa Barbara*

- Retired Programs
  - Cubby (migrated to Google Docs instead)
    - This saved \$\$\$
  - Guidebook (too much \$\$\$)
  - AnyMeeting
    - It's level of use did not justify the cost, the level of control was not needed
    - There are plenty of free alternatives
- Working on further updating: Website & Wiki
  - Crowdsourcing committee specific content to keep these pages more regularly updated and eliminate redundancies.

## New Professionals

*Chairs: Steph Kaneen & John Rodriguez, CSU Northridge*

- Regional Socials
  - Successful socials were held in the north and south regions for the new professionals in those regions. These occurred outside of the annual conference.
- Annual Conference Awards
  - Winners were selected for each award that helped support attendance at the annual conferences for WACUHO and ACUHO-I
- Annual Conference Activities
  - Welcome Reception

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- Pro-2-Pro Network
    - Revamped the Mentor-Mentee Program focusing on pre-conference and outside of conference connections
    - New Professionals Networking Breakfast: created an alternate space and opportunity for new professionals without a mentor to build connections rather than scrambling for more mentors at the conference.
  - Night on the Town
    - Got through a lot of initial hurdles and landed on using Pizza Rock as the location
    - Coordinated WACE-themed menu items
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## SR. TECHNOLOGY COORDINATOR

*Chad Fehr, Sr. Tech Coordinator, California State University, Channel Islands*

No Committee Liaisons for 2016-2017

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## MARKETING AND COMMUNICATIONS COORDINATOR

*Jocelyn Bravo, Marketing and Communications Coord., Cal Poly Pomona*

### MCC Updates

- 981 subscribers to the Newsletter, if you are not receiving the newsletter and would like to, please see myself or another exec member
- We have seen an increase in the number of articles submitted each month
- We love to see members submit articles, you can send articles to me at [communications@wacuho.org](mailto:communications@wacuho.org)

### Equity and Diversity Awareness Committee Updates

*Chair: Bruce Aquino, UC Irvine*

- EDA Winter Webinar “Processing and Moving Through 2017”
  - Provided an opportunity for our members to talk about their experiences around social justice and discussing strategies for moving forward
  - January 19th via Zoom
- EDA Consortium
  - Application processes. Aiming/accepting handful of folx
  - Dialogue about experiences in student affairs and housing

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- Develop deeper understanding of current topics that impacts the field of higher education
  - Four program sessions during WACE (1,2,4 and 7)
  - Something EDA would like to see happen in the future is some type of EDA drive-in conference! If you are interested in making this happen for fall of next year please sign up to serve on the committee!
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## SECRETARY

*Melissa Silverman, Secretary, University of California, San Diego*

No Committee Liaisons for 2016-2017

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## TREASURER

*Jason Lu, Treasurer, Cal Poly Pomona*

### Treasurer Updates

- Updated forms and processes
- Worked on fast check request/reimbursement process
- Created a WACUHO glossary, FAQ, Exec Responsibilities, and Yearly Overview Calendar
  - With resources from the leadership manual, and articles written by Tyler Miller and James Smith
- Will start transitioning the new treasurer after election

### Corporate Relations

*Chairs: Danny Mann (UC Santa Barbara) and Philippe Cumia (San Francisco State University)*

- Corporate Partner Program
  - 6 Platinum: Collegiate Concepts Inc., CPM One Source, Inc., Foliot Furniture, Off Campus Housing 101 / Rent Hello, Southwest Contract, WASH Campus Laundry Systems
  - 1 Gold: CSC Service Works Laundry Solutions
  - 7 Silver: A-1 Textiles & Hospitality Products, Comcast Cable – Xfinity Communities, DCI, Inc, eRezLife Software Inc., On Campus Marketing, StarRez, Inc., Tandus Centiva
  - 12 Bronze: CSSA ABLOY, Cintas Corporation, College Concierge, College Products, Hanbury, HPI | Design Collective, Integra Seating, IRN-The Reuse Network, Mohawk Group, Steinberg, University and Student Services, University Laundry
- 1 Corporate Partner Funding Request

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- WoW Tote Bags
- Looking forward to 2018 WACE

## Finance Advisory (FAC)

*Chair: Ramona Hernandez (UC Davis)*

- Audited Fiscal Year 2016 and made recommendations to President
- Gave feedback regarding ACUHO-I Support Services proposal
- Wrote recommendations for helping fund ACUHO-I Support Services in conjunction with Strategic Plan Task Force

## Women of WACUHO (WoW)

*Chairs: Melissa Silverman (UCSD), Hailey Lopez (UCSC), Kate Hsieh (UCI)*

- **Drive-In's** - 139 participants. Partnered with NASPA Women in Student Affairs Knowledge Community (WISA). Host institutions were UC Santa Cruz and Cal State Northridge
- **Newsletter** - Almost at 90 subscribers
- **Website** - WoW established a new website which includes content on our various initiatives
- **Scholarship and Award** - WACE Scholarship and Outstanding Woman of WACUHO Award
- **Book Club** - Year of Yes by Shonda Rhimes
- **WACE Tabling** - Promoting the WoW activities at WACE

## Personal Update

- Sad to leave Housing & WACUHO; Hope to see you all again soon!

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## VICE PRESIDENT

*Dave Keller, Vice President, University of California, Santa Cruz*

## Mid Level Professionals Committee

*Chairs: Crystal Lay UCSB, and Christine Bender, CSU San Bernardino*

Crystal and Christine did a wonderful job leading the committee this year!

- Facilitated a series of group phone conversations to discuss topics of interest to the group, and plan events and activities for Mid level pros. Topics included: Professional development, promotion of Mid Level track programs at WACE (29 submitted!), recommended books of relevance to mid level pros (with plans to have book discussions during the upcoming committee calls), summer wellness, plans for committee membership recruitment at WACE, and inviting one or more presenters of mid level programs at WACE to host a conference call or webinar to share their expertise with the group. (This is just a sampling of the topics and focus areas for this group).

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- The committee's chairs co-authored an excellent article in the February edition of WAVEs that posed a series of questions that mid-level professionals should be asking themselves in order to assess their preparedness for advancement to higher level positions, prepare themselves for that step, and also just be more effective in their positions. An excellent and thought provoking piece.
- Crystal authored an excellent article in the March 2017 WAVEs coaching mid level professionals on how to maximize their annual conference experience, and spoke about managing conference program participation in order to maximize one's own professional development, as well as taking advantage of resources to bring back for supervisees. Great article!
- Worked with the New Pros group to plan the New Professionals and First Time Attendees WACE Welcome Reception

## By Laws

- Reviewed by-laws for instances of the term " Chief Housing Officer / CHO" to facilitate discussion of a possible nomenclature change to "Senior Housing Officer / SHO" at the annual business meeting.

## Committees

- AS VP, I work to maintain our committee membership records, and also work to encourage committee membership and participation. For the upcoming year, we have 11 committee chairs (plus all of the WACE 2018 committee chairs) in place, and 27 committee members signed up. I am looking forward to seeing a lot of committee and committee chair sign ups coming in during the conference, and the coming weeks!

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## PRESIDENT ELECT

*tyler miller, President-Elect, University of California, Santa Barbara*

### Awards and Recognition

*Chair, tyler miller, UCSB*

- Marketing/Communication
  - Promoted scholarships from the beginning of the academic year so that New professionals were aware these scholarships existed and might be able to plan for them in their professional development plans

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- Brought most of the awards/WACE scholarships under the same deadline for consistency. More work needs to be done here. Suggestion to move timeline up to January
- All awards were given out, with the exception of the Institutional Diversity Award
- Changes to the certificate distribution process. Handed out certificates by institution at the business meeting so that member schools were aware of who on their teams were volunteering
- Exploring new ways to recognize members

## Strategic Planning Task Force

*Chair: Emily Sandoval, University of Southern California*

- Central Office process brought to resolution
- Currently closing out Action plans for assessment, awards and recognition, and committee structure
  - Expecting to be closed by the transition meeting
- Transitioned the team once, in process of an additional transition
- Moving to get back on track with the Strategic Planning Process. Executive committee formally voted to make strategic planning task force a part of the summer transition meeting

## Time and Place

*Chair: Kelly Cole, Stanford*

- Kelly has revolutionized this process – kudos to her for the work she did this year!
- WACE:
  - WACE 2018 contract was signed
  - Exploring WACE 2019 possibilities
    - Seeking campuses in Northern California – if you are interested, reach out to Kelly at the conference!
  - WACE 2020 is in process
    - We are working with a campus on 2020 in the south
  - Hotel Support through HelmsBriscoe thanks to NWACUHO
    - Will do the legwork with hotels for us
  - Working on updating Bid process with updated information and a more straightforward/easier to navigate process
    - Exhibits has needed more space than planned for in the past
  - WACE planning team process became more formalized with WACE 2018
    - Open call for applications
    - President Elect conversations with applicants

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- Host chairs and president-elect made recommendations to Exec committee
- Exec committee voted
- RAPs:
  - Struggling to find RAP hosts (did not have Southern RAP this year)
  - Email went out to Senior Housing Officers asking for hosts over the next 3 years and assessing why campus might struggle to host a RAP
    - Not many campuses responded – if you haven't, please connect with Kelly!
  - Conversations ongoing in regards to RAP hosts and the RAP process
    - Partnering with MALs to simplify bid process; hopes that we can identify host sites a minimum of one year in advance. Committees can start their year conference planning, rather than host seeking

## Nominations

*Chair: James Smith, UC Riverside*

- Can't say enough about the work James and the team did this year. They really dug into how we do nominations!
- Full slate of candidates including four VP candidates!
- Created Google Hangout to help Candidates understand the process and recorded it for future use
- Looking at how they asked for information from nominees beyond "why so you want to run?"
- Created a FAQ for those considering running for an elected position
- Looked at some bigger picture future items:
  - Assessing the elections process – who does a caucus, who doesn't, who votes, where to get candidate materials
  - Moving the elections "beyond" annual conference. Elections still happen at WACE, but can we do more before to communicate with members about who is running

## WACE 2018 Planning Committee

*Co-Chairs: Maggie Malagon (Santa Clara University) and Michaële Antoine (SDSU)*

*Host Co-Chairs: Jana Severson (UCSD) and Eric Hanson (SDSU)*

*Program Co-Chairs: Katie Knoll (UCSD) and Rhett Burden (Academy of Art University)*

*Exhibits Co-Chairs: Chrystal Basil (UCSD) and Yvonne Friedman (UCSD) (Dana Pysz mentoring)*

*Corporate Relations: Phillippe Cumia (SFSU) and Danny Mann UCSB)*

*Marketing/Registration Co-Chairs: Matthew Soto (CSU Northridge) and VACANT*

- WACE 2018 set for San Diego, CA on March 25-28<sup>th</sup>



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- Executive committee voted to add an additional conference planning committee around marketing and registration
  - To allow for full year marketing and synthesizing of the branding efforts
  - To also set expectations for the annual conference to minimize frustrations
  - Free up other committees to focus on their efforts
- Looking to really focus on ensuring WACE 2018 is something Senior Housing Officers would feel good about sending their staff to
- Will have a focus on equity and inclusion
  - Looking to ensure budget has this in mind
- Adapting financially to cover the costs for admin support with the central office
  - New registration process through ACUHO-I
  - New conference scheduling software through ACUHO-I
  - Want to be “lean and mean” with our budget

## Other items:

- Developed charge for a new President’s Task Force on Equity and Inclusion
  - Recruited members to join this task force
  - Engaged in social justice conversations on the WACUHO Friends and Family Page

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## President

*Cindy Derrico, President, California State University, Channel Islands*

### Leadership of the Executive Committee

- The Executive Committee has been productive and thoughtful this year about the work and structures of the Association, considering a variety of ways that we can better serve and support our members.
- We spent some focused time this year discussing inclusion and how to assure that this is a focus in the work of our Association in our committees, and also in the way that we structured our one-day programs and WACE.
- I met with each of the Executive Committee members over the Summer to discuss specific responsibilities of their positions and clarify expectations. I recommend that this continue.
- We met in-person three times this year and we had 8 conference calls starting in August. We have two more meetings scheduled in April and May. Our thanks to the following campus hosts:

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- In June we met at Sacramento State University for the Transition meeting (thanks to Sacramento State, UC Davis, and Sonoma State for their hosting efforts!).
- In October we met at UCSD.
- In January we met at UCSB
- We've experienced two changes on the leadership team this year:
  - Tiffany Taylor accepted a new position as Director of Student Activities and Campus Life at Berkeley Community College in October. We selected Dave Keller of UC Santa Cruz to join us as Vice President and he was able to attend our Fall meeting in San Diego.
  - Matt Lewis accepted a new position as Assistant Director of Residential Life at Northeastern University in Boston, MA which took him out of our region and away from the Executive Committee. We selected Melissa Silverman from UCSD to serve as Secretary in January and she was able to join us for our Winter meeting in Santa Barbara.

## Selection of the Central Office Solution

ACUHO-I: Last April, Ramona Hernandez, Christopher Young, David Stephen and myself met with Mary DeNiro, the Executive Director and CEO of ACUHO-I to talk together about a possible partnership around the central office needs of WACUHO. We discussed the many areas we believed support would be beneficial and agreed upon a plan to more fully determine those services and how ACUHO-I might meet them. WACUHO agreed to survey the Executive Committee and the Strategic Planning Work Group and the Finance Advisory Committee to better understand and prioritize those needs. ACUHO-I offered to bring two of our members to Columbus, OH to the Association Office to meet for a day and look at a possible plan. Ramona Hernandez, Jason Lu, and myself traveled to Columbus and met with Mary and ACUHO-I's Director of Finance and Administration, and Shaun Holloway, Director of Information Technology. From there a proposal was developed and an agreement was drafted.

Host Campus Solution: Ramona Hernandez sent a message to all of our Chief Housing Officers to solicit interest in working with WACUHO as a central office location and received no meaningful shows of interest.

Vendors: Christopher Young worked with the Central Office Task Group to solicit bids from vendors that provide a range of financial and other administrative support services. We considered three vendor proposals. The Executive Committee believed that although these companies could provide excellent administrative and financial support, they were not able to

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assist effectively with the full breadth of programmatic event support that is needed in registration and membership.

We are in the final stages of contract review with ACUHO-I presently and plan to initiate the agreement as soon as all of those details can be finalized. One round of review has already occurred by the Executive Committee and the Finance Advisory Team and ACUHO-I has incorporated and/or responded to all of those questions. We are now awaiting completion of a legal review of the agreement before we move forward to enter into the agreement.

## WACE 2017

WACUHO has very dedicated volunteers, and this year's Conference planning teams demonstrated this commitment in significant ways. We are grateful to Sacramento State University, Sonoma State University, and University of California, Davis for hosting us here at the Hyatt Regency Sacramento!

We had four active Conference committees this year:

Host - Chaired by Dr. Aja Holmes of Sacramento State and Connie Huyck of Chico State  
Program - Chaired by Katie Knoll of UC San Diego and Jenna Hazelton of San Diego State  
Exhibits - Chaired by Mako Ushihara of Stanford University and Edgardo Palomo of Sacramento State  
Corporate Partners - Chaired by Danny Mann of UC Santa Barbara and Philippe Cumia of San Francisco State.

WACE Stats: As of the writing of this report, we have the following stats for WACE:

224 full registrants

45 day registrants

53 Exhibitors (3 with double booths)

9 program sessions are provided with 57 program sessions, plus two keynote speakers.

Our program this year includes tracks for EDA, WoW, New Professionals, Mid-level Managers, and Business Operations, and Facilities.

Our registration count is lower than we anticipated, but we are able to manage that financially through reduced food cost and other operational savings. Our room count is lower than we contracted for, but the Hyatt has been working with us on this in light of their full capacity. Although it is never a requirement of WACUHO conferees, it is most helpful when attendees stay at the conference hotel to support our ability to meet contract requirements.

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We experienced an unusually high number of leadership changes since we started our work together after the 2016 Annual Conference, which makes the execution of the conference a particularly marvelous accomplishment:

Conference Tri-Chair: Jess Love from UCSD stepped down as a Conference Chair for work-related reasons and Ramona Hernandez stepped up to serve in this role.

Host Co-Chair: Faye Perata from UCSD stepped down as Host Chair in August for work-related reasons. Connie Hyuck from Chico State then agreed to serve as Host Chair.

Program Co-Chairs: Both Chad Myers from Occidental, and Kristin Delo, formerly of UC Berkeley stepped down for personal reasons, Chad in July and Kristin in January. Katie Knoll of UCSD and Jenna Hazelton of SDSU agreed to serve as Program co-chairs.

Exhibits: Ramona Hernandez was serving with Mako Ushihara as a co-chair. When she agreed to serve as a Tri-chair, Edgardo Palomo agreed to serve as a co-Exhibits Chair.