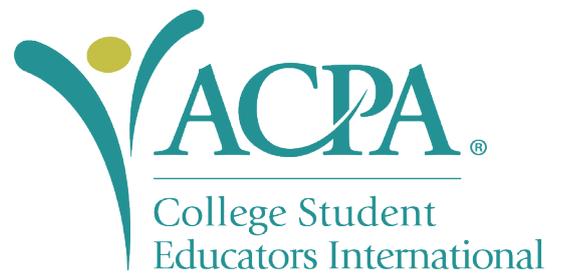


2017

**ANNUAL  
REPORT**



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ACPA traces its beginnings to May L. Cheney who organized a teacher placement office at the University of California, Berkeley, and who became the first president of ACPA's predecessor, the National Association of Appointment Secretaries (NAAS), in 1924. ACPA continues to be recognized for its leadership in addressing issues and trends in student affairs within the context of higher education. Its mission is to support and foster college student learning through the generation and dissemination of knowledge, which informs policies, practices, and programs for student affairs professionals and the higher education community. Its core values remain:

- Education and development of the total student;
- Diversity, multi-cultural competency and human dignity;
- Inclusiveness in and access to association-wide involvement and decision-making;
- Free and open exchanges of ideas in a content of mutual respect;
- The advancement and dissemination of knowledge;
- The continuous professional development and personal growth of student affairs educators; and
- A sustained program of outreach and advocacy on behalf of students.

ACPA's ability to adapt, grow, and change throughout its nearly 95 year history is a testament to its commitment to serving student affairs educators and will continue as ACPA enters the next phase as an association.

FROM THE  
VERY BEGINNING  
ON BEHALF  
OF STUDENTS

Dear ACPA Members,

I concluded my Presidential Address at convention in March 2017 with the words, “Now, let’s get to work.” We, indeed, got to work. During my term as ACPA president from March 2017-March 2018, I had five goals: (1) celebrate #EverydayBlackness; (2) amplify the Strategic Imperative for Racial Justice and Decolonization; (3) center healing and self-care; (4) engage ACPA members in monthly #Hey-WithQuaye Twitter chats; and (5) build on ACPA’s reputation in research and scholarship.

I will spend the remaining of this letter highlighting two particular areas that reflect achievement of these goals. Towards the end of 2017, ACPA began planning for an event partnership with the Association for the Study of Higher Education (ASHE) in hosting a joint presidential symposium on January 28, 2018 focused on racism and healing from racism. ASHE Presidents Shaun R. Harper and Lori Patton Davis collaborated with me in this presidential symposium that was livestreamed. We reached thousands of participants during the symposium, which enabled participants to engage in dialogue about racism and their strategies for working to heal from it.

Secondly, the Association prioritized racial justice and decolonization during my tenure as president. The Governing Board has worked to provide members with tangible ways to connect racial justice and decolonizing practices to their work as educators and our larger mission on student learning. In the coming years, ACPA will disseminate resources to members, including a document that provides some guidance for this work, the culmination of the Imperative. However, the work does not stop there; these resources will exist as living documents, providing opportunities for critique and revisions based on people’s needs.

While we were engaged in this work, Cindi Love stepped down in 2017 as Executive Director of ACPA. The Governing Board appointed Chris Moody as Acting Executive Director in December 2017. Chris immediately assessed our strengths and shortcomings as an Association and moved us toward a strategic planning process responding to several big questions to figure out the future of the Association. We engaged several past presidents, leaders, and stakeholders in this work and feel hopeful about the future of ACPA.

Financially, at the end of 2017, the Association posted a net operating shortfall of \$255,563 largely due to enhancements in convention planning and support technology, a too-aggressive financial goal for membership, decreases in state Chapter membership, and investments in strategic initiatives. For 2017, average monthly membership in ACPA was 5,871 members, a slight decline over prior years and in comparison to a membership boost in 2016.

We have work ahead of us to build our membership and determine the appropriate size we want to be as an Association so that we can capitalize on our strengths in this size. With the work of the Strategic Imperative alongside our mission centered on student learning, we are uniquely positioned to boldly respond to the continued violence, oppression, and harm that exists in the larger society.

I have appreciated the opportunity to serve as your President and look forward to seeing what’s in store for ACPA in the years ahead.



Sincerely,

Stephen John Quaye

# LETTER FROM THE PRESIDENT



**2017**  
**AT A GLANCE**

## MEMBERSHIP

ACPA had a yearly membership average of 5,871 during 2017.

## STRATEGIC INITIATIVES

### Advocacy initiatives in Houston, Texas

In January 2017, we mailed copies of Z. Nicolazzo's book *Trans\* in College* to all of the state legislators in Texas, reiterating our concerns about Texas Senate Bill 6 (SB6). Special thanks to those members who contributed to the ACPA Foundation to help facilitate this effort.

### Video on Demand

During 2017 and in partnership with WorkerBeeTV, ACPA produced and distributed 84 videos for the ACPA Video on Demand platform. Combined, these videos received over 6,000 unique views with "Improving Institutional Policies for Trans Students" published in August 2017 seeing the highest number at 402 unique views.

### ComplianceU

ComplianceU Four Corners of Title IX Seminar was held October, 2017 in Lake Buena Vista, Florida. Faculty for this seminar were Professor Peter F. Lake, professor of law, Charles A. Dana chair and director of the Center for Excellence in Higher Education Law and Policy at Stetson University College of Law and Julian Williams, Vice President of Compliance, Diversity, and Ethics at George Mason University. Twenty-eight people attended the two-and-a-half day seminar that included access to an additional 16 hours of online education through ComplianceU.

### Global Diversity & Inclusion Benchmarks

In early 2017, ACPA-College Student Educators International entered into partnership with 95 experts, including authors Julie O'Mara and Alan Richter Ph.D., to offer the ACPA Global Diversity & Inclusion Benchmarks (GDIB) to colleges and universities at no charge. The GDIB has been used worldwide by organizations of all types and sizes, with the goal of catalyzing positive change in diversity, equity, and inclusion within organizational cultures. ACPA's work to customize the GDIB for colleges and universities provides an engaging and easy to implement baseline assessment of campus climate and a comprehensive strategy to deconstruct and change some of the most contested issues of our time—racism, gender bias, religious intolerance and sexism. The GDIB intends to stimulate campus wide awareness of barriers and lays the foundation for better attitudes, behaviors and standards for faculty, staff, administrators, and students concerning respect for individual needs, abilities, and potential. Like the general GDIB, it is free of charge and requires signing a permission agreement to use it.

### Strategic Imperative for Racial Justice & Decolonization

In February 2017, President Donna Lee notified ACPA members about a need for a strategic imperative for racial justice and in March, shared there would be three collective imagining sessions held at ACPA17 in Columbus, OH. Information was compiled and made public on the ACPA website.

In April 2017, President Stephen Quaye, Past-President Donna Lee, Vice President Jamie Washington, and immediate past Director of Equity & Inclusion Dian Squire presented on HigherEd Live about the Strategic Imperative for Racial Justice and Decolonization.



### JANUARY

ACPA called for member action in opposition to Texas Senate Bill 6 (SB6)



### FEBRUARY

ACPA responded to executive orders, including "Letter to Homeland Security Secretary on Maintaining the United States as the Destination of Choice for Students and Scholars"



New mission statement proposed, but did not go to member vote



Responded to White House decision on Title IX regarding trans\* rights



### MARCH

ACPA17 Convention in Columbus, Ohio, USA



Assessment Oversight Task Force formed



Launched Compliance U™



### APRIL

ACE & ACPA sought Finalization on US Dept. of Education Fiscal Year 2017 Appropriations



A Student Affairs Live Conversation about the Strategic Imperative on Racial Justice with the President, Past President, & Vice President



### MAY

Graduate Students & New Professionals Coalition became a Community of Practice.



Joined Hispanic Association Of Colleges & Universities in letter to Homeland Security regarding DACA



Informed membership about our work with advocacy groups in Houston related to concerns about Texas Senate Bill 4

# MONTH BY MONTH



**COMPLIANCE U'**



**JUNE**

Released an updated statement on the California Travel Ban

**JULY**

Florida chapter of ACPA disbanded

Washington chapter of ACPA disbanded

**AUGUST**

Brenda Fogg joined the International Office as Director of Membership

Issued statement to membership in response to Hurricane Harvey

**SEPTEMBER**

Bethany Tognocchi joined the International Office as Director of Marketing & Communications

Signed a letter to Congress on DACA

Released Operational Truths on the Strategic Imperative for Racial Justice

Encouraged policy makers responsible for making Title IX decisions to reflect on the opportunity and obligation they have to students throughout the United States.

**OCTOBER**

First Compliance U: Four Corners of Title IX Seminar took place in Lake Buena Vista, Florida

**NOVEMBER**

Coalition for LGBT Awareness became Coalition for Sexuality and Gender Identities (CSGI)

**DECEMBER**

Cindi Love ended her time with ACPA and Chris Moody joined as the Acting Executive Director

# AMERICAN COLLEGE PERSONNEL ASSOCIATION

FINANCIAL STATEMENTS

DECEMBER 31, 2017 AND 2016



*Certified Public Accountants*



*Certified Public Accountants*

### **Independent Auditor's Report**

Governing Board  
**American College Personnel Association**

We have audited the accompanying financial statements of **American College Personnel Association** (a nonprofit organization), which comprise the statements of financial position as of December 31, 2017 and 2016, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

#### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

#### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of **American College Personnel Association** as of December 31, 2017 and 2016, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

*Kositzka, Wicks and Company*

Alexandria, Virginia  
September 26, 2018

# American College Personnel Association

## Statements of Financial Position as of December 31,

	2017	2016
<b>Assets</b>		
Current assets		
Cash and cash equivalents	\$ 248,542	\$ 348,065
Restricted cash	40,821	53,847
Investments	914,793	970,318
Accounts receivable	57,539	117,769
Prepaid expenses	99,093	87,398
Total current assets	<u>1,360,788</u>	<u>1,577,397</u>
Property, at cost, net	<u>30,837</u>	<u>64,180</u>
<b>Total assets</b>	<u><u>\$ 1,391,625</u></u>	<u><u>\$ 1,641,577</u></u>
<b>Liabilities and net assets</b>		
Current liabilities		
Accounts payable	\$ 52,946	\$ 50,075
Line of credit	131,960	89,133
Deferred income	1,157,303	1,255,073
Total liabilities	<u>1,342,209</u>	<u>1,394,281</u>
Net assets		
Unrestricted	14,086	211,633
Temporarily restricted	35,330	35,663
Total net assets	<u>49,416</u>	<u>247,296</u>
<b>Total liabilities and net assets</b>	<u><u>\$ 1,391,625</u></u>	<u><u>\$ 1,641,577</u></u>

The accompanying independent auditor's report and notes are an integral part of the financial statements.

# American College Personnel Association

## Statement of Activities for the year ended December 31, 2017

	Unrestricted	Temporarily restricted	Total
<b>Revenue</b>			
Convention	\$ 1,054,657	\$ -	\$ 1,054,657
Membership dues	722,126	-	722,126
Educational programs	461,935	-	461,935
State CPA income	113,788	-	113,788
Publications	159,284	-	159,284
Other	79,955	-	79,955
Rental income	135,086	-	135,086
Ongoing placement	57,358	-	57,358
Contributions and sponsors	75,428	1,000	76,428
Investment income	93,608	-	93,608
Net assets released from restrictions	1,333	(1,333)	-
<b>Total revenue</b>	<b>2,954,558</b>	<b>(333)</b>	<b>2,954,225</b>
<b>Expenses</b>			
General and administrative	689,127	-	689,127
Governance	92,331	-	92,331
Membership and marketing	236,721	-	236,721
Seminars	51,929	-	51,929
Periodicals	157,215	-	157,215
Media	70,409	-	70,409
Convention	957,289	-	957,289
Programs and services	686,121	-	686,121
Recognition, quality assurance and standards	23,881	-	23,881
Technology costs	111,058	-	111,058
Other	35,564	-	35,564
<b>Total expenses before depreciation</b>	<b>3,111,645</b>	<b>-</b>	<b>3,111,645</b>
<b>Change in net assets before depreciation</b>	<b>(157,087)</b>	<b>(333)</b>	<b>(157,420)</b>
Depreciation expense	40,460	-	40,460
<b>Total expenses after depreciation</b>	<b>3,152,105</b>	<b>-</b>	<b>3,152,105</b>
<b>Change in net assets</b>	<b>(197,547)</b>	<b>(333)</b>	<b>(197,880)</b>
<b>Net assets, beginning of year</b>	<b>211,633</b>	<b>35,663</b>	<b>247,296</b>
<b>Net assets, end of year</b>	<b>\$ 14,086</b>	<b>\$ 35,330</b>	<b>\$ 49,416</b>

The accompanying independent auditor's report and notes are an integral part of the financial statements.

# American College Personnel Association

## Statement of Activities for the year ended December 31, 2016

	Unrestricted	Temporarily restricted	Total
<b>Revenue</b>			
Convention	\$ 1,169,217	\$ -	\$ 1,169,217
Membership dues	801,164	-	801,164
Educational programs	358,181	-	358,181
State CPA income	67,934	-	67,934
Publications	174,636	-	174,636
Other	89,811	-	89,811
Rental income	134,904	-	134,904
Ongoing placement	80,325	-	80,325
Contributions and sponsors	69,823	1,868	71,691
Labels and merchandise	266	-	266
Investment income	83,620	-	83,620
Net assets released from restrictions	1,000	(1,000)	-
<b>Total revenue</b>	<b>3,030,881</b>	<b>868</b>	<b>3,031,749</b>
<b>Expenses</b>			
General and administrative	672,934	-	672,934
Governance	118,789	-	118,789
Membership and marketing	239,507	-	239,507
Seminars	50,665	-	50,665
Periodicals	269,392	-	269,392
Media	46,755	-	46,755
Convention	993,019	-	993,019
Programs and services	456,057	-	456,057
Recognition, quality assurance and standards	23,552	-	23,552
Technology costs	58,478	-	58,478
Other	63,149	-	63,149
<b>Total expenses</b>	<b>2,992,297</b>	<b>-</b>	<b>2,992,297</b>
<b>Change in net assets before depreciation</b>	<b>38,584</b>	<b>868</b>	<b>39,452</b>
Depreciation	59,731	-	59,731
<b>Total expenses after depreciation</b>	<b>3,052,028</b>	<b>-</b>	<b>3,052,028</b>
<b>Change in net assets</b>	<b>(21,147)</b>	<b>868</b>	<b>(20,279)</b>
<b>Net assets, beginning of year</b>	<b>232,780</b>	<b>34,795</b>	<b>267,575</b>
<b>Net assets, end of year</b>	<b>\$ 211,633</b>	<b>\$ 35,663</b>	<b>\$ 247,296</b>

The accompanying independent auditor's report and notes are an integral part of the financial statements.



ACPA thanks the ACPA Foundation for its extraordinary generosity in supporting our members by funding research, scholarship, professional development and leadership programs. Founded in 1994, during the presidency of Charles Schroeder, the purpose of the ACPA Foundation is to enhance the student affairs profession and to generate and disseminate knowledge of college students at all levels within higher education. The most compelling interest of the ACPA Foundation is the preparation of students for leadership roles. The ACPA Foundation supports Association members from the time they first consider the profession of student affairs through their career development. The Foundation supports NextGen, the ACPA Ambassadors Program, the Marylu McEwen Dissertation of the Year Award, the Diamond Honoree Campaign, and research grants.

THANK  
YOU