



**AUTHENTIC.  
COMMITTED.  
TRANSFORMATIONAL.**

2015 Annual Report



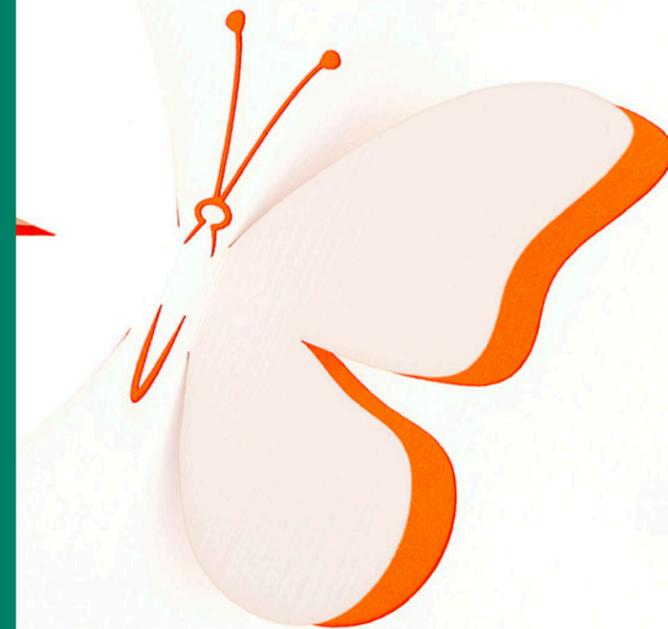
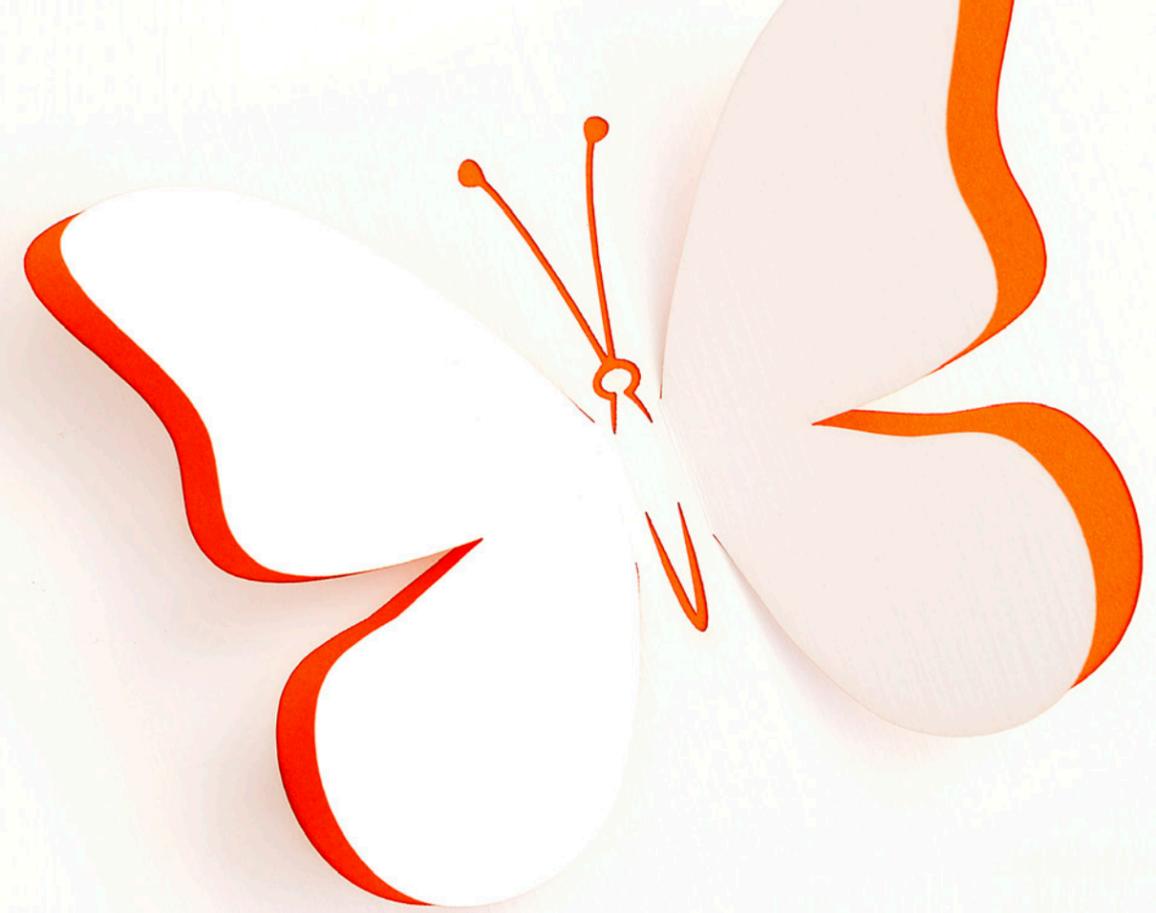
Liberation from proximity and prejudice increases access to new ideas...Creativity is recombinatory—i.e., breakthroughs result from new ideas bumping into old thoughts to produce novel insights—this increased access to ideas amplifies the rate of innovation in communities. In fact, if you combine this amplified rate of innovation with our newfound ability to tap any expert anywhere in the world...you find the second key difference in today's communities: the scale of projects that they can now undertake has grown exponentially.



— P.H. Diamandis and S. Kotler, *Bold*, Simon and Schuster, New York, 2015, p. 216

ACPA—College Student Educators International has been beneficiary and catalyst of this recombinatory effect in student learning and development since 1924. We are excited and energized by the possibilities that the 21st-century digital universe provides to share the expertise of our members around the world and to gather as a global community to co-create improvements in learning, communication, efficiency, diversity, equity and inclusion. This Annual Report chronicles the outcomes of strategic investments by our Governing Board in a bold, innovative, creative, accessible and accountable future for student affairs.

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This report includes the external audit for ACPA—College Student Educators International for the period January 1, 2015–December 31, 2015. In addition the report provides background information about our Association, information about strategic initiatives and partnerships and communication from President Gavin Henning.

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ACPA is not just  
a professional  
organization.  
It is a community.

”



## Letter from the President

**IT WAS AN HONOR** to serve as ACPA President from 2015-2016. My term provided me the opportunity to witness the unparalleled dedication of members, leaders, and staff to higher and tertiary education, as well as to our students. This year brought with it many challenges to the field and I am proud of ACPA's accomplishments to effect change and address those challenges.

ACPA is not just a professional organization. It is a community. A family of exemplary scholars and practitioners committed to our association's mission to support and foster college student learning by generating scholarship and bridging theory to practice. That mission is implemented through a social justice lens because we believe that equity and inclusion are critical for student success.

Furthering ACPA's mission is a collective undertaking. On behalf of the association leadership, I would like to thank members, staff, and donors for their service to the association. Your gifts of time, talent, and money support research and scholarship and provide the dynamic professional development we offer. ACPA could not be what it is without you. You are ACPA.

Demonstrated in the audit, the association is financially sound and well-positioned for the future. The Governing Board and Executive Director have been steadfast in their fiduciary responsibility by working diligently to increase association revenues while managing expenses to support high quality programs and services for members. Leadership will continue to identify ways to leverage partnerships, strategic initiatives, and innovation to optimize the association's resources to fulfill its mission and values.

Students are at the center of our work. As an association, we will work tirelessly to provide the critical tools for college student educators to assist students in realizing their academic and personal potential. As we invest in our student's success, we invest in our future.

Sincerely,

A handwritten signature in black ink that reads "Gavin Henning". The signature is fluid and cursive.

Gavin Henning



are we

American College Personnel Association (dba ACPA – College Student Educators International), headquartered in Washington, D.C. at the National Center for Higher Education, is chartered as a comprehensive professional association for student learning and development in the United States. Since 1959, ACPA has published the **Journal of College Student Development** (JCSJ) the largest and leading source of research about college students and the field of student affairs.

ACPA has more than 6,200 individual members representing 1,200 campuses. Additionally, ACPA counts over 450 institutions as College/University members. Over 1,750 individuals belong to one of ACPA's 16 state chapters and our international division, CTLPA. ACPA members include leading scholars in student learning and development, practitioners from entry level to senior student affairs officers, and organizations and companies engaged in providing products and services to campuses. 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 is a member of the Washington Secretariat. The Washington Higher Education Secretariat (WHES) was formed in 1962 to serve as a voluntary forum for Senior Executive Officers of national higher education associations. The Secretariat is composed of senior executives from approximately fifty associations, each of which serves a significant sector or function in postsecondary education. Membership is by election of current members.

ACPA is also a member of ASAE (<http://www.asaecenter.org>). ASAE represents more than 21,000 association executives and industry partners representing more than 9,300 organizations whose members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. And, ACPA participates in the Consortium on Government Relations for Student Services in Higher Education, the policy advisory group for Student Affairs Higher Education Council (SAHEC) and CHEMA, the Council for Higher Education Management Associations.

ACPA also publishes **About Campus**, a bimonthly publication for educators who want to examine contemporary issues, policies, and practices that influence student learning in higher education. About Campus speaks to a broad audience including college and university administrators, faculty, staff, and educational policy makers. The articles published in About Campus share important discoveries and insights into what makes a campus environment an effective place for students to learn and what can be done to better support student thriving on our individual and collective campuses.

## our why

ACPA continues to be recognized for leadership in addressing issues and trends in student affairs within the context of higher education. Our 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. Our core values are:

- 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.



# our work

## Highlights

- Partnered with IASAS and Lead365 to plan the first Student Leadership Global Summit, which took place in Montréal 4-6 March.
- Created new chapter agreements to conform to current IRS regulations and implemented in 16 states.
- Completed Phase One of ACPA Connect, a digital platform to match experts in the field with students for mentoring as well as consultation with campuses.
- Updated the Graduate Preparation Program Directory.
- Completed Phase II of myPROfolio.
- Charged the Pathways to Leadership Implementation Team to implement recommendations made in a report to the Governing Board regarding barriers impeding routes to leadership.
- Planned for the implementation of Salesforce Member Platform and Cvent event registration platform which launched in January 2016.
- Created an assessment team, led by Amanda Knerr, charged with developing a plan for a comprehensive assessment of the association.
- Published the 2nd Edition of the ACPA/NASPA Professional Competencies.
- Co-created with NASPA Professional Competencies Implementation Team resources to support the use of the ACPA/NASPA Professional Competencies.
- Commission for Two Year Colleges published a monograph entitled From Remediation to Graduation: Directions for Research and Policy Practice in Developmental Education.
- The Task Force on Sexual Violence in Higher Education published a monograph entitled Beyond Compliance: Addressing Sexual Violence in Higher Education.
- Executive Director presented at a meeting convened by the US Surgeon General, Department of Health & Human Services and Office of Women's Health.
- ACPA and NASPA in partnership Stylus Publishing released a new book entitled Coordinating Student Affairs Divisional Assessment: A Practical Guide.
- ACPA and Stylus co-published The Neuroscience of Learning and Development edited by Marilee Bresciani Ludvik.
- Partnered with Ludvik on Integrative Inquiry Project.
- Launched About Campus Writers Retreat in June 2015, hosted by Virginia Tech University and our second retreat scheduled for June 2016.
- Awarded Marylu McEwen Dissertation of the Year Award to Z Niccolazzo.
- Produced the ACPA Presidential Symposium focusing on student learning and success with an estimated 2000 on-line participants and 2 million Twitter impressions.
- Produced the largest Residential Curriculum Institute in our history.
- Added channels to ACPA Video On Demand focusing on Assessment, Digital Leadership, Fraternity and Sorority Advising, and Presidential Symposium.
- 49,354 individuals viewed 2038 hours of professional and career development on ACPA Video on Demand.
- Held our first annual convention outside of the United States with 3,011 attendees from 28 nations.
- Commissions, Coalitions & Communities of Practice hosted 45 webinars with 2965 participants.
- Implemented the Elder in Residence program for Convention.
- Exclusive sponsorship of Higher Ed Live.
- The Center for Higher Education Enterprise (CHEE) announced the results of the 15+ Most Promising Places to Work in Student Affairs National Study in partnership with Diverse: Issues in Higher Education and American College Personnel Association (ACPA)—College Student Educators International.
- ...and more (go to [videos.myacpa.org](https://videos.myacpa.org) or [www.myacpa.org](http://www.myacpa.org)).

# AMERICAN COLLEGE PERSONNEL ASSOCIATION

FINANCIAL STATEMENTS

DECEMBER 31, 2015

KOSITZKA, WICKS & COMPANY  
CERTIFIED PUBLIC ACCOUNTANTS



KOSITZKA, WICKS & COMPANY  
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 statement of financial position as of December 31, 2015, and the related statement of activities, functional expenses, and cash flows for the year 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 audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit 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, financial statements referred to above present fairly, in all material respects, the financial position of **American College Personnel Association**, as of December 31, 2015, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

*Kositzka, Wicks and Company*

Alexandria, Virginia  
July 19, 2016

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Members American Institute of Certified Public Accountants, Private Companies Practice Section and Virginia Society of Certified Accountants

## American College Personnel Association

### Statement of Financial Position December 31, 2015

<b>Assets</b>	
Current assets	
Cash and cash equivalents	\$ 565,980
Investments	886,698
Accounts receivable	65,279
Prepaid expenses	195,240
Total current assets	<u>1,713,197</u>
Property, at cost, net	<u>91,314</u>
<b>Total assets</b>	<b><u>\$ 1,804,511</u></b>
<b>Liabilities and net assets</b>	
Current liabilities	
Accounts payable	\$ 78,946
Line of credit	88,132
Deferred income	1,369,858
Total liabilities	<u>1,536,936</u>
Net assets	
Unrestricted	232,780
Temporarily restricted	34,795
Total net assets	<u>267,575</u>
<b>Total liabilities and net assets</b>	<b><u>\$ 1,804,511</u></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, 2015

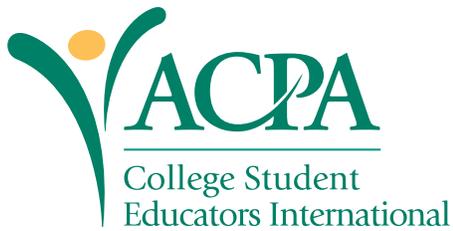
	Unrestricted	Temporarily restricted	Total
<b>Revenue</b>			
Convention	\$ 1,105,558	\$ -	\$ 1,105,558
Membership dues	916,268	-	916,268
Educational programs	286,831	-	286,831
State CPA income	137,209	-	137,209
Publications	125,218	-	125,218
Other	113,490	-	113,490
Rental income	67,452	-	67,452
Ongoing placement	61,964	-	61,964
Contributions and sponsors	47,914	-	47,914
Labels and merchandise	425	-	425
<b>Total revenue</b>	<u>2,862,329</u>	<u>-</u>	<u>2,862,329</u>
<b>Expenses</b>			
General and administrative	710,815	-	710,815
Governance	239,456	-	239,456
Membership and marketing	153,932	-	153,932
Seminars	63,520	-	63,520
Periodicals	256,845	-	256,845
Media	41,470	-	41,470
Convention	1,019,056	-	1,019,056
Programs and services	607,770	-	607,770
Recognition, quality assurance and standards	3,373	-	3,373
Technology costs	122,698	-	122,698
Other	62,654	-	62,654
<b>Total expenses</b>	<u>3,281,589</u>	<u>-</u>	<u>3,281,589</u>
<b>Operating loss</b>	(419,260)	-	(419,260)
<b>Other income and expense</b>			
Investment loss	(21,055)	-	(21,055)
<b>Change in net assets</b>	(440,315)	-	(440,315)
<b>Net assets, beginning of year</b>	<u>673,095</u>	<u>34,795</u>	<u>707,890</u>
<b>Net assets, end of year</b>	<u>\$ 232,780</u>	<u>\$ 34,795</u>	<u>\$ 267,575</u>

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

It may be that the work of the last 92-years was a refiner's fire for our community, preparing us for the 21st century when we must be bold. Our students are counting on us. The world is demanding a new way forward for the large and complex ecosystem of higher and tertiary education. And, that new way must bring an end to racism, gender bias and sexism in the academy and in our broader communities where our campuses reside. Our members are well-prepared to lead the way. We hope you will join us.

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*ACPA wants to thank the Board of the ACPA Educational Leadership Foundation for its extraordinary generosity in supporting our members by funding initiatives involving research, scholarship, professional development and leadership programs. Founded in 1994, during the presidency of Charles Schroeder, the purpose of the ACPA Educational Leadership 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 in society. The ACPA Foundation supports Association members from the time that students first consider the profession of student affairs through NextGen, Ambassadors, ACPA Grow and Grad Prep recognition programs through each phase of career development with the MaryLu McEwen Dissertation of the Year (DOY) award and research grants to those moments of recognition for their contributions to the field through Diamond Honoree.*

