

2019

ANNUAL REPORT

Boldly
Transforming
Higher
Education



FROM THE VERY BEGINNING ON BEHALF OF STUDENTS

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 context of mutual respect;
- The advancement and dissemination of knowledge;
- The continuous professional development & 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 100 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.



LETTER FROM THE PRESIDENT

I want to start by acknowledging all of the hard work done by our governing board, Assembly leaders, and International Office staff, and you, our membership. We could not be here today without your dedication and commitment to this association that is Boldly Transforming Higher Education.

We started the year with a fantastic Convention in Boston in March 2019. Over 2500 members attended this convention, and it was a joyous, learning-filled experience. Over the course of the year, we approved a new mission statement, new tag line, and new strategic priorities, which provide energy and focus on our strengths: first, the creation and sharing of innovative, influential, and transformative research and scholarship in student affairs and higher education; the need to align practice with this scholarship, and with a critically reflective perspective that has our members positioned as leaders on their campuses and in the field; and that our values drive, and always have, our advocacy work in social justice to transform our institutions to be just institutions. This statement and strategic priorities will guide this association into the new century.

We also had a significant turnaround in our annual operating budget with revenue and expenses nearly even after numerous years of spending beyond our income. The financial corrections we made in 2019 to stay within our budget will help us weather future challenges. We recognize that our financial vibrancy and ability to support transformative efforts rested in a strong financial position. I am pleased to say that we are in a strong financial position and are building the capacity to support our transformative and strategic efforts in the years to come.

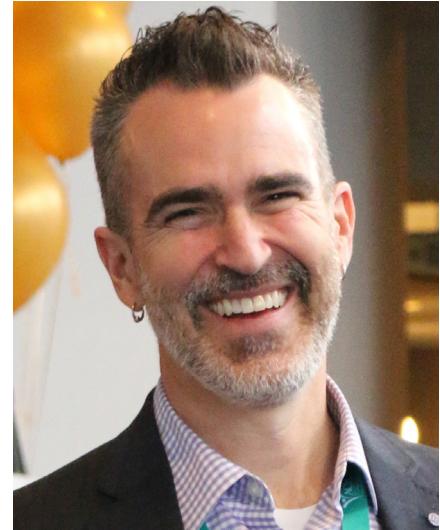
Our research and scholarship continue to be provocative and innovative in moving our profession forward. Our membership continues to grow, and we have a strong curriculum of professional development events in the coming year. We have begun our planning and preparations for our 100th anniversary in 2024 as well. I am excited about where we are.

We still have work ahead of us to build and sustain our membership, recover from sequential years of overspending, and engage higher education with high-quality and high-value programming. With the work of the Strategic Imperative for Racial Justice and Decolonization 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 am extremely proud to have been a part of this year's governance leadership. The Governing Board and Assembly leaders are critically and optimistically putting our mission into practice and leading this Association into the next century. These highlights are a sliver of the great work that has occurred this past year, and I am so grateful to have been able to be involved in leading this organization at this time. This work takes many to accomplish, and I thank each of you who was involved in making 2019 a tremendous success.

I close this letter as I started by thanking each of you for your service. It has been my complete honor to serve as your president for the year. I know the best is yet to come as we continue to "Boldly Transform Higher Education."

Craig Elliott, PhD
2019-2020 ACPA President



2019 AT A GLANCE

MEMBERSHIP

ACPA had a yearly membership average of 5,897 during 2019. Our goal was to meet or exceed a financial membership goal of \$778,298.

We sustained our membership just under 6,000 members for the year. Our efforts two years ago brought our membership numbers over 6,000 after some years of decline, and we have been able to sustain that membership. While there are many factors to this, our efforts to meaningfully engage our individual members throughout the year in educational programs and institutes, and our continued value to our institutional members, including our pilot membership type where a campus can make all employees, graduate students, and related program faculty ACPA members for one rate, continue to make a difference.

Additional achievements this year in membership include the implementation of a Chapter only membership, a new membership type to assist in staying connected on the local level, and the welcoming of CSU San Bernardino as an All-Campus Institutional Member.

NEW MISSION STATEMENT & STRATEGIC DIRECTION

The Governing Board and membership both approved a new mission statement for the Association. This new statement clarified three key areas of the Association, our strengths, on which we want to focus our efforts in the next century: "ACPA transforms higher education by creating and sharing influential scholarship, shaping critically reflective practice, and advocating for equitable and inclusive learning environments."



STRATEGIC PLAN



Celebrating 100 Years of ACPA (100th Anniversary in 2024)

The Governing Board developed a three year strategic direction to focus the work of the Association in achieving this mission. This is the first strategic plan the Governing Board has had since 2016, and so this has been an important step in focusing our efforts and resources. This plan was developed with the leadership of Governing Board members Leilani Kupo and Dean Kennedy, who offered a process and structure that was infused with decolonization and social justice actions, as well as points of reflection, so that focus was on both product and process. The new Strategic Plan includes the following five pillars as overarching goals for the next several years.

THE ACPA FOUNDATION

The ACPA Foundation has continued it's investment in the Association's transformative work with a \$100,000 investment. This investment will fund the startup and sustainability of a new professional development institute for faculty on racial justice and decolonization.

2019 AT A GLANCE

ACPA ENTITY GROUPS

ACPA Commissions hosted a total of 32 webinars with 3,016 participants in attendance. They also launched Common Awards Nomination Process to better recognize member contributions to the field and Association in 2019 for the 2020 Award Cycle.

ACPA Coalitions & Networks hosted webinars related to the intersections of identity in higher education and the Strategic Imperative for Racial Justice & Decolonization. The Coalition for Women's Identities and Latinx Network continue to write and publish through blog spaces and books. Multiple Coalitions & Networks led efforts to gain a Scholar-in-Residence, using PAN as an example. They saw success in the inaugural year of their program and Stephen John Quaye serving as their first Scholar-in-Residence. Several Coalitions & Networks partnered with the Foundation to continue or start a fundraiser, including the CSGI and PAN scholarships for members to attend convention.



The ACPA Mid-Level Community of Practice successfully completed “12 Months with MLCOP” in which they offered monthly professional development sessions and newsletter content designed to meet the needs of mid-level student affairs professionals. The Graduate Students & New Professionals Community of Practice (GSNPCOP) held a virtual and “in-person cluster” leadership retreat in which folks who could meet in regionally-based clusters in person and then joined together virtually. The day-long retreat was very successful and has set the stage for how the group intends to do future retreats. GSNPCOP also named Dr. Sonja Ardoine as their Faculty-in-Residence, coordinated another successful ACPA Ambassadors program, revised their mission/vision, and hosted a virtual case study competition as well as the planned competition at Convention 2020.

The 18 active chapters of ACPA on the state and regional levels hosted numerous professional developments on the local level. These activities included annual conferences, drive-in conference events, professional certificate programs centering on essential student affairs competencies, and Institutes on social justice.

The Caribbean Tertiary Level Personnel Association hosted their 2019 annual conference in Bahamas this year under the theme of “Moulding the Present and Embracing the Future: Changing the Landscape of Student Affairs through Technology and Research.” The conference welcomed attendees from nine different countries and featured keynote speaker and ACPA Past President Jamie Washington. Over the last year, CTLPA hosted a number of successful webinars, including topics such as Quality Assurance, Leadership Development, and Designing Programs for Millennial Students. The Trinidad Chapter of CTLPA continued hosting its “Lunch & Learn” series of workshops focused on Academic Advising.

2019 AT A GLANCE

STRATEGIC IMPERATIVE FOR RACIAL JUSTICE & DECOLONIZATION

As part of our continued work on the Strategic Imperative for Racial Justice and Decolonization, supporting innovative research and scholarship, and shaping critically reflective practice, we developed a new professional development institute on Racial Justice and Decolonization for Senior Student Affairs Leaders. We know that our senior leaders need continued learning and engagement on these ideas and on organizational dynamics so that they can effectively lead at the organizational level. This was a successful event, and will be continued in the Fall. Please encourage your senior leaders to attend.

- Bold Vision Forward framework was released to members (versions 1.0 and 2.0)
- Presented on the Strategic Imperative for Racial Justice & Decolonization at AAC&U conference

PROFESSIONAL DEVELOPMENT

ACPA offered 14 in-person professional development events in 2019 including the Annual Convention in Boston, Massachusetts from 3-6 March 2019. We were able to meet registration goals for each event and boasted a strong presence in California despite limited travel and PD options to members as a result of the CA Attorney General's travel ban. Both qualitative and quantitative data shows success among events and the need for continued learning on smaller scales.

- ACPA19 Convention in Boston went well; met registration goals
- Angela Hoffman joined the International Office team as Director of Professional Development
- We saw a strong California presence at many events
- Grew ICA by 100 attendees over previous years
- Rebranded New Professionals Institute to Emerging Professionals Institute
- Launched new SSAO Leading with Racial and Social Justice Lens institute
- New partnership agreement with Roompact - revenue and potential future educational linkages
- Hosted 2 Presidential Symposia this year (at UMD and MSU)
- Co-hosted Assessment Institute with CACUSS outside of the United States
- Revitalized NextGen team as separate from Convention Team



FINANCIAL HEALTH

2019 was the first in six years that our expenses closely matched our revenue. We recognized that our financial vibrancy and ability to support transformative efforts rested in a strong financial position. We are pleased to say that we are in a strong financial position and are building the capacity to support our transformative and strategic efforts in the years to come. We invested in salary increases for the international office staff, and made significant investments in live captioning and other tools for accessibility.

- We are debt free, having paid off outstanding line of credit
- Closed operating account at Wells Fargo
- Launch of new online banking functions with PNC - We are in line with ASAE's recommendations for audit

2019 MONTH-BY-MONTH

JANUARY

Donna M. Bourassa Mid-Level Management Institute

- 5–9 January 2019 // Orange, California
- Faculty: Mamta Accapadi, Jacob L. Diaz, Dr. Craig Elliott, Bridget Kelly, Anat Levtof, and Case Willoughby

2019 Presidential Symposium: 70th Anniversary of the Student Personnel Point of View Through a Racial & Social Justice Lens

- 25 January 2019 // University of Maryland-College Park
- Speakers: Rev. Dr. Jamie Washington, Dr. Roger Worthington, Dr. Arthur Dean, Dr. Lori Patton Davis, Dr. Julie Park, Dr. Penny Rue, and Dr. Criss Salinas

Delivered A Bold Vision Forward to ACPA members

FEBRUARY

Roompact Partnership Announcement

ACPA Foundation Gratitude Campaign

MARCH

2019 Annual Convention

- 3–6 March 2019 // Boston, Massachusetts
- Keynote speakers: Franchesia Ramsey and Steven Canals
- Convention Chair: Bill Huff, Georgetown University



Promoted the new ACPA book Debunking The Myth Of Job Fit In Higher Education And Student Affairs

APRIL

Promoted the Give the Gift of Membership campaign to encourage faculty/staff to purchase undergraduate and graduate student memberships as a graduation gift

MAY

Proposed a set of Bylaws changes to membership for voting-all proposals were approved by the membership

Celebrated the 10th Anniversary of CAS

JUNE

Program Design School

- 11 & 12 June 2019 // National Center for Higher Education in Washington DC

Two-Year College Drive-In

- 21 June 2019 // Raleigh, North Carolina

Training in Restorative Justice

- 26–28 June 2019 // National Center for Higher Education in Washington DC

Leading with a Racial & Social Justice Lens

- 27–30 June 2019 // Seattle, Washington
- Faculty: Rev. Dr. Jamie Washington, Dr. Patty Perillo, Dr. Jacob Diaz, Dr. Kent Porterfield, Dr. Robin Holmes-Sullivan



JULY

Student Affairs Assessment Institute in partnership with CAUCUSS

- 9–12 July 2019 // Toronto, Canada
- Keynote speakers: Dr. Jennifer Brant, Dr. Stephanie Waterman and Dr. Anne Lundquist

Phyllis L. Mable Emerging Leaders Institute

- 21–23 July 2019 // University of Oklahoma

AUGUST

Reached out to our California members with a discount to attend ACPA20 in Nashville in hopes that CA Assembly Bill 1887 wouldn't inhibit their attendance

Delivered Grad Boxes to ACPA faculty members with professional development fliers, membership promotions and ways to get involved at the graduate level

Announced the ACPA20 Keynote Speakers: Kimberlé Crenshaw and Rosa Clemente

SEPTEMBER

Shared a new edition of Developments after being on hiatus since August 2018

- Interim Editors: Moira Ozias & Chris Linder

Senior Level Virtual Meetings to gather feedback on what senior level leaders need

- Hosted by Jesse Grant, Member-at-Large Senior Level on the Governing Board

OCTOBER

Institute on the Curricular Approach

- 12-15 October 2019 // Anaheim, California
- Keynote speakers: Dr. Amer F. Ahmed and Dr. Marilee Bresciani Ludvik



Aspiring SSAO Institute

- 27-30 October 2019 // Chicago, Illinois
- Faculty: William Franklin, Davinda Haywood, LuoLuo Hong, Dwayne Todd

Celebrated Careers in Student Affairs Month & ACPA Day

Announced our new Mission Statement

"ACPA transforms higher education by creating and sharing influential scholarship, shaping critically reflective practice, and advocating for equitable and inclusive learning environments"

NOVEMBER

ACPA20 Plenary Speakers announced



Updated members on our public policy Initiatives

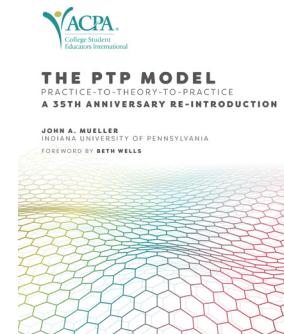
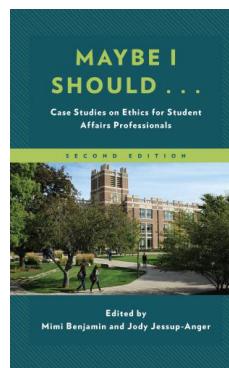
DECEMBER

Compliance U Title IX Intermediate Training

- 11-13 December 2019 // Orlando, Florida

Released a new ACPA book *Maybe I Should... Case Studies on Ethics for Student Affairs Professionals, Second Edition*

Released a new ACPA Publication
Practice-to-Theory-to-Practice: A 35th Anniversary Re-Introduction



2019 FINANCIALS

Financial reports presented for 2019 are unaudited. An audit for 2019 Financials would have occurred in the spring of 2020. With the onset of COVID-19, the Governing Board made the determination not to proceed with the audit.

ACPA—College Student Educators International

Balance Sheet

As of December 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1003 PNC Bank Operating Account	352,937.92
1018 PNC Money Market	3,013.28
1030 Clearing Account	3,000.74
1050 State CPA Bank Accounts	63,534.12
1225 Long Term Investments	634,270.35
Total Bank Accounts	\$1,056,756.41
Accounts Receivable	
1230 Accounts Receivable	36,125.98
Total Accounts Receivable	\$36,125.98
Other Current Assets	
1400 Prepaid Expenses	10,752.65
1411 Prepaid Expenses-2016 convention	-250.00
1413 Prepaid Expenses-2018 Convention	1,550.00
1414 Prepaid Expenses-2019 Convention	0.00
1415 Prepaid Expenses-2020 Convention	113,679.48
1416 Prepaid Expenses - 2021 Convention	3,066.94
1417 2022 Convention	0.00
1420 2025 Convention	16,900.00
1465 Pre-Paid Insurance	2,750.00
1496 Metro Checks	0.00
1499 Undeposited Funds	0.00
Total Other Current Assets	\$148,449.07
Total Current Assets	\$1,241,331.46
Fixed Assets	
1500 Fixed Assets	243,308.16
1590 Accum Depreciation	-238,781.00
Total Fixed Assets	\$4,527.16
TOTAL ASSETS	\$1,245,858.62

ACPA—College Student Educators International

Profit and Loss

January - December 2019

	TOTAL
Income	
4100 Membership	800,862.45
4301 Annual Convention	1,092,092.29
4400 Publications Income	263,172.30
4590 Career Central	61,105.95
4600 Sponsorships/Contributions	64,880.23
4640 ELF Program Support	40,000.00
4820 State CPA Income	27,577.35
4850 Other Income	4,362.10
4900 Educational Programs	592,190.67
Total Income	\$2,946,243.34
GROSS PROFIT	\$2,946,243.34
Expenses	
5000 General Administration	1,204,900.92
5050 Technology	103,065.82
5065 Long Term Investment Expense	8,588.56
5160 Governing Board	14,607.62
5180 JLM	5,148.00
5190 Foundation expense	11,545.35
5200 Strategic Initiatives	27,438.09
5300 General Membership	25,696.97
5350 Marketing	18,965.05
5399 Compliance U Expenses (deleted)	0.00
5400 Professional Development*	1,305,090.56
5590 Awards & Grants	31,691.60
5600 ACPA Entities	63,751.28
5700 Publications	118,055.92
5770 Chapter Membership Share	25,835.00
5820 Association Memberships	17,155.37
5870 Equity & Inclusion	1,792.93
Total Expenses	\$2,983,329.04
NET OPERATING INCOME	\$ -37,085.70
Other Income	
4841 Dividends	19,817.97
4842 Unrealized Gain/Loss	76,530.75
Total Other Income	\$96,348.72
Other Expenses	
Other Miscellaneous Expense	314.50
Total Other Expenses	\$314.50
NET OTHER INCOME	\$96,034.22
NET INCOME	\$58,948.52

THANK YOU



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.