2020 ANNUAL REPORT "VIRTUALLY 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. It's 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 sharing of knowledge;
- The continuous professional development & growth of higher education professionals and scholars; 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 begin by acknowledging all of the hard work done by the Governing Board, Assembly leaders, and International Office staff and you – our membership. We would not be here today without your dedication and commitment to this association that is "boldly transforming higher education."



We began the year with a wonderful convention in Nashville in March of 2020. Over 2,200 members attended this convention filled with tremendous learning and community. I shared the following priorities in my presidential address during the convention:

- Tools for operationalizing the Strategic Imperative for Racial Justice & Decolonization
- #PD365 Enhancing our year-round professional development offerings
- Countdown to our 100th anniversary celebration! Chicago 2024
- Implementation of our Strategic Plan
- It's not ACPA or NASPA, It's ACPA AND NASPA
- Focus on Student Mental Health in partnership with the Commission for Counseling and Psychological Services (CCAPS)
- Continued support for the great work of our entity groups (Commissions, Communities of Practice, Networks, Coalitions, State and International Chapters)
- Support for our Graduate Preparation Faculty & Senior Scholars
- Answering the question: What's next in association support for job search and advancement?
- Partnering with NASPA to further the conversation on credentialing and certification

Little did we know that as we would leave Nashville and move into mid-March, higher education, our profession and our association would be challenged in ways that no one could predict. Since March, all higher education associations have been impacted by the multiple pandemics (COVID-19, racial injustice and violence, anti-trans violence – to name a few) that have ravished the world and our country. While we have seen much creativity and resilience in our members during this time of constant pivoting and re-imagining campus life, many of us have experienced extreme loss: family members, colleagues, friends, students and community members.

With all that was going on in our world and our country, we were still able to be about the business of the association. We are actually in Phase 2 of our association's strategic direction which highlights 5 priorities: Attending to our current and future membership, Generation and Sharing of Transformative Educational Experiences, Maintaining and Increasing Our Strength in Research & Scholarship, Association Leadership & Presence and finally, celebrating 100 years of ACPA in 2024 in Chicago! A huge shout-out to Dr. Lelani Kupo and Dr. Dean Kennedy who did a phenomenal job in framing our conversations on our strategic direction while weaving racial justice and decolonization throughout.

Beginning in March 2020, the International Office staff was proactive in addressing changes needed related to the COVID-19 pandemic. These included re-negotiating contracts for events, programs, and services and adapting professional development plans to include timely programs responsive to current member needs. Members were surveyed on a monthly basis for updates. The International Office staff also took responsive approaches to our Association budget, which included partial furloughs for staff, and the elimination of 403b contributions for the remainder of the 2020 year.

I would like to express my appreciation for the continued great work our entities during this past year. There's no doubt in my mind that we are who we are as an association because of their commitment. They provided resources and support as our campuses and country experienced - yet again - a wave of violence against Asian, Black, Brown and Trans people and as Native and Indigenous communities were constantly erased from all narratives. As an association, we have continued to provide resources for the higher education community on how to operationalize the Strategic Imperative on your campuses and in your communities.

This past year has been a struggle for student affairs professionals. Much has been asked of us. I also believe that we yet again solidified our value. We continue to be the stewards of the college and university experience. Your work has been remarkable and we will enter 2021 and beyond - together. For our association, this involves continuing to support our members on their campuses though affordable and diverse professional development opportunities; this involves being unapologetically committed to racial justice, social justice, equity and decolonization; this involves providing resources for senior campus leaders on navigating our campus community dynamics and, finally, this involves continuing to partner with other higher education associations to forecast and vision as we navigate higher education in post-pandemic times.

If you have heard me speak before you know that I always end with saying that the greatest philosopher that has ever lived was Della Wall Ingram – she was my grandmother. And, even though she's no longer physically with me I'm sure she's spiritually here right now. She used to always say to us one simple thing – May the work I've done speak for me.

ACPA - Thank you for the work that you do.

Vernon A. Wall 2020-2021 ACPA President

IMPACT OF THE COVID-19 PANDEMIC **ON HIGHER** EDUCATION AND ACPA

The global COVID-19 pandemic changed the world and higher education forever, the aftermath which we will continue to contend with for the foreseeable future. Most campuses closed in-person operations and pivoted to remote learning for more than a year. While we were fortunate to have gathered for the ACPA20 Annual Convention in Nashville just a week before campuses began closing, the Association and our members were faced with unprecedented challenges in how to react and recover. Higher education professionals overwhelmingly sought the comfort and resources of colleagues from across the country and world, as can be evidenced by the increase in individual memberships in 2020 in light of tightened institutional funding for professional development as compared to 2019.

ACPA responded immediately to the needs of our members by offering virtual spaces for caring, sharing, and community. Webinars filled to capacity and entity groups sponsored affinity spaces for connecting with friends and colleagues to help cope and respond to personal and campus-based needs. The ACPA Governing Board approved a flattened individual membership rate to reduce the financial barriers for staying in connection with these resources and networks, particularly in light of institutions restricting spending on external services. ACPA leaders and staff remained in contact with member needs and requests through monthly surveys to inform how the Association needed to be a leader during these difficult times.

There were a number of important strategic decisions made by ACPA voted leaders and staff during 2020 that proved to be critical to the Association thriving for and with our members during this time:

- Shifting the 2021 Annual Convention to a virtual-only experience in enough time for members to plan to participate, and recontracting the 2021 Convention in Long Beach, California to occur in 2025 instead;
- Bundling discounted institution- and department-registrations for the 2021 (virtual) Annual Convention, ultimately registering over 5,000 attendees for this historic convening;
- Providing a variety of ongoing virtual engagement experiences for members, including the Critical Conversations series, ACPA2Go programming, annual institutes, and informal meet-ups;
- Finalizing remote work arrangements for the ACPA International Office staff after several years of incremental progress towards becoming a fully-remote place to work and reducing the office footprint at One Dupont Circle in Washington, D.C.;
- Securing two installments of Payroll Protection Program grants from the U.S. Federal Government and a zero-interest loan from the ACPA Foundation to ensure financial sustainability related to not hosting an in-person convention.

In retrospect, the ACPA community responded with great strength to the COVID-19 pandemic. Membership was up over 2019, a net profit was achieved for the second year in a row, financial supports along the way allowed the Association to not withdraw any funds from long-term investments, and virtual programming engaged a larger and wider audience than could be imagined. For these and other efforts, ASAE, the American Society for Association Executives, named ACPA as one of the top associations changing the world in 2020.

2020 AT A GLANCE

MEMBERSHIP

ACPA had a yearly membership average of 5,443. Membership dropped during the early months of the COVID-19 pandemic, but approached 6,000 by the end of 2020.

STRATEGIC IMPERATIVE FOR RACIAL JUSTICE & DECOLONIZATION

The Strategic Imperative for Racial Justice and Decolonization continued to be a centering and defining priority for the Association in 2020. Not only were Black and Brown bodies more susceptible to COVID-19, the killings of numerous Black people in the United States during this same time (such as Ahmaud Arbrey, Breonna Taylor, and George Floyd to name a few lives taken too soon) was an additional pandemic targeting their lives. Staff of color on campuses were taxed with the labor of managing their own physical and mental health, while also being asked to deliver diversity education on campus, and supporting and advocating for the needs and challenges of students of color mostly in virtual exchanges.

Beyond the focus on the eradicating racial injustice in higher education at convention, in webinars, and throughout the professional development curriculum, several key projects were initiated or completed this year:

- In line with the Strategic Imperative for Racial Justice and Decolonization, ACPA invited campus leaders at Historically Black Colleges and Universities (HBCUs) across the United States to become members in 2020-21 at no cost;
- The About Campus and Developments publications amplified the Black Lives Matter movement with timely issues and articles;
- Association leaders, members, and entity groups were invited to contribute to a collective series of Black Lives Matter blog posts shared via social media and on the Association's website;

- ACPA co-sponsored the August 12th Racial Justice Day of Action with colleague student affairs associations, including co-hosting the closing plenary panel;
- ACPA Vice President Danielle Morgan Acosta launched the Campus Racial Justice and Decolonization Expectations Project and surveyed members to assist in identifying aspirational goals for inclusive experiences in student affairs and higher education; and
- The Journal of College Student Development released a special edition focused on racial justice and decolonization in November 2020 under the guest editorship of D-L Stewart and Stephanie Waterman.

STRATEGIC PLAN

The ACPA Governing Board approved a new Strategic Plan intended to guide the Association to and through the 100th Anniversary in 2024. The plan was developed in a manner in which it could move with the Association, providing some vision but allowing strategies and tactics to unfold in an ongoing process. The period of time identified for the new strategic plan was calendar years 2020 through 2024, to be divided into three phases of work:

- Phase I: January 2020 June 2021
- Phase II: July 2021 December 2022
- Phase III: January 2023 ACPA24 Convention

The new Strategic Plan was developed to prioritize five key themes to guide our work from 2021-2024:

- Celebrating 100 Years of ACPA
- Attending to Our Current and Future Membership
- Generation and Sharing of Transformative Educational Experiences
- Maintaining and Increasing Our Strength in Research and Scholarship
- Asserting the Importance of Association Leadership and Presence

An Implementation Task Force was appointed to lead on the completion of tasks in Phase 1, inclusive of Governing Board members and representatives from ACPA stakeholder groups such as entity groups, Senior Scholars, and annual convention planning teams. This inclusive flattened approach was important to align with our framework informed by racial justice and decolonization principles.

A Phase 1 Implementation Plan was developed by the International Office and approved by the ACPA Governing Board in March 2020. Special attention was given to the leaders of each specific tactic, as well as aligning goals and tasks to financial resources. The Association's budget is set in alignment with Association strategic priorities.

At the end of 2020, the Phase 1 Strategic Plan Implementation Task Force completed an assessment of the status of Phase 1 action items.

Noteworthy successes during Phase 1:

- Appointed and announced the ACPA at 100 Committee
- Recorded two new Generativity Project videos with current and former transformative leaders and scholars
- Renamed an Association award to the Harold Cheatham Collaborative Excellence Award;
- A new pilot membership type, the All-Campus Membership, was implemented allowing a college or university to make all professionals, graduate preparation program faculty and students, and other campus stakeholders members of ACPA for one collective rate;
- New rate structures were approved for Community College institutional memberships to make participation in professional development and networking more affordable to our two-year college colleagues;
- Welcomed the Alabama College Personnel Association and re-chartered the Minnesota College Personnel Association

 Bimonthly member surveys collected timely concerns and resources needed to address the constantly pivoting needs of students, campuses, and professionals – These survey results informed the creation and distribution of numerous resources and webinars directly tied to emerging issues

ACPA ENTITY GROUPS

Coalitions & Networks:

PAN African Network, Asian Pacific American Network, Multiracial Network, and Latinx Network hosted several webinars, virtual institutes/immersive experiences, and virtual community discussion spaces throughout the year to engage members; Several programs were in partnership with other entity groups in ACPA and/or NASPA and connected to the SIRJD.

Coalition for (Dis)Ability worked collaboratively with ACPA President Vernon Wall to establish the Presidential Task Force on Accessibility.

Several Coalitions & Networks held active fundraising and scholarship opportunities to assist members seeking financial support to remain engaged participants in the ACPA community.

Native, Aboriginal, Indigenous Coalition and Indigenous Student Affairs Network assisted with creating the Indigenous Student Affairs CAS Standards.

Commissions:

The Commissions pivoted quickly and creatively to continue serving members' changing needs during the COVID-19 pandemic, with a focus on providing meaningful and readily accessible opportunities to learn and build community, including but not limited to:

- 26 webinars on a wide range of timely topics
- Virtual social gatherings
- Publications of various kinds, including blog posts and white papers

A new task force on Online Experiences and Engagement was established in the fall of 2020. This task force is doing especially timely work, and hopes to apply for commission status in the near future. The Commission for Assessment and Evaluation were partners in offering the Assessment Institute, which engaged a large number of attendees in a virtual format.

The Commission for Global Dimensions of Student Development offered several ACPA2GO webinars focused on how COVID-19 has impacted higher education work in multiple international contexts.

Communities of Practice:

The Mid-Level Community of Practice held "12 Months of MLCOP" providing a monthly professional development opportunity for midlevel professionals. They also hosted "Virtual Dialogues" – opportunities for mid-level professionals to be in conversation with one another about specific topics such as Dismantling Systemic Racism as a Mid-Level Professional, COVID-19, and Managing Election Unrest.

The Graduate Students & New Professionals Community of Practice worked with ACPA Leadership to create a video to honor all those that were awarded Master's and Doctoral degrees as in-person commencement exercises were canceled due to the pandemic. They also facilitated 9+ webinar sessions on topics ranging from job search to social justice & identity, including four follow-up webinars with 2020 Convention sponsored program sessions. The Community of Practice also coordinated a mock interview process for graduate students and new professionals.

The ACPA Governing Board approved the transition of the Commission for Administrative Leadership to the Senior Level Community of Practice.

State and Regional Chapters:

Minnesota College Personnel Association returned as an internal chapter.

Alabama College Personnel Association (ALCPA) was introduced as a new ACPA chapter.

DC, Maryland and Pennsylvania College Personnel Associations co-hosted the Mid-Atlantic Virtual Summit. CPAs of California, Kentucky, and South Carolina moved numerous events into virtual formats including fall drive-ins, annual conferences, and all-member meetings.

International Divisions & Members:

The Annual CTLPA Conference was canceled due to the pandemic. In its place a series of webinars were held to ensure the membership continued their professional development.

The Trinidad and Tobago Chapter held its first virtual workshop in November 2020, titled: Student Learning in the Virtual environment.

Membership has been increasing and the knowledge of and interest in ACPA among Caribbean Student Affairs professionals has also been increasing.

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PROFESSIONAL DEVELOPMENT

ACPA offered 2 in-person professional development events in 2020 (Donna M. Bourassa Mid-Level Management Institute and the 2020 ACPA Annual Convention) and 12 were transitioned to virtual.

The ACPA2GO program was established to offer virtual professional development to students and professionals who were unable to connect in more formal ways. Several presenters from the ACPA20 Convention were called upon to present and offered the opportunity for new presenters to submit interest. The program boasted 63 sessions in 2020 and served as a new form of income that was affordable to members (most webinars were priced at \$10).

ACPA successfully co-hosted a successful Presidential Symposium in partnership with ASHE.

2020 MONTH-BY-MONTH

JANUARY

Announced the 2019 Governing Board Election Results.

Partnered with the Center for Bystander Intervention at Cal Poly to promote the WITH US Campaign.

Announced Vasti Torres as the new Editor of the *Journal of College Student Development*.



FEBRUARY

Shared proposed Bylaws changes with Membership.

Released the ACPA Foundation Share Your Love fundraising campaign.

MARCH

Held the ACPA 2020 Annual Convention

- 2-5 March 2020 // Nashville, TN
- Speakers: Franchesca Ramsey & Steven Canals
- Convention Chair: Kelvin Rutledge, Southern Connecticut State University

Navigated an emergency situation (tornado) in Nashville and worked with the ACPA Foundation to assist affected attendees.

Swiftly implemented virtual connections and crowd-sourced conversations focused on navigating COVID-19.



Maintaining Connections & Community **RESPONSE TO COVID-19**

Launched the Grand Challenges In Assessment survey.

Continued COVID-19 communication through needs assessment surveys to campus leaders and ACPA members.

Created a Pay-It-Forward voucher program to allow members to support other members during challenging financial times.

APRIL

Launched the ACPA2GO virtual webinar series aimed to provide virtual learning to members during COVID-19.



Held Program Design School virtually with 35 participants.

Flattened the ACPA membership rate to \$99 for all individuals regardless of College/University membership status through October 2020

MAY

Announced a new position statement on recent Title IX regulation changes.

Opened the call for leaders to support in the implementation of the Strategic Plan Phase 1.

Hosted a "Mondays in June" webinar series for ACPA leaders.

Worked with the Washington Consulting group to offer a series of virtual Possibility Conversations to envision the future of student affairs in the time of COVID-19.

JUNE

Held Program Design School virtually with 53 participants.

Successfully hosted the 2020 Assessment Institute in a virtual space with 249 participants.

Launched the Senior-Level Community of Support aimed at building relationships and offering support to senior-level members.

Reinvigorated the ACPA Black Lives Matter Blog through submissions by leaders and members.

Began implementation on the Strategic Plan Phase 1.

Released a statement on DACA in coordination with ASHE.

JULY

Determined the \$99 flattened membership rate would be extended through the new fiscal year



Opened the call for the 2020 nominations and elections process.

Shared a virtual resource box with faculty members.

AUGUST

Announced that the ACPA 2021 Convention would be held in a virtual space due to COVID-19.



Participated in the 2020 Racial Justice Day Of Action alongside NASPA, ACUHO-I and others.

Began a monthly Entity Spotlight series to highlight the work and progress of ACPA entities, an initiative led by ACPA President Vernon A. Wall.

SEPTEMBER

Held Program Design School virtually with 18 participants.

Opened the call for the ACPA22 Convention Chair.

Announced the ACPA21 Registration Rates, including an option for Graduate Programs and Departments to register as a group.

Announced the ACPA21 Speakers.



Developed and launched the new All Campus membership type, and the Community College All Campus membership type.

OCTOBER

Celebrated Careers in Student Affairs Month & ACPA Day with membership discounts, apparel fundraising, and a celebration of Black colleagues.



Hosted the ACPA/ASHE Presidential Symposium virtually featuring panelists: Vernon A. Wall, KerryAnn O'Meara, Danielle Morgan Acosta, Timothy Eatman, Robert Brown, & LuoLuo Hong



Held Program Design School virtually with 28 participants

Launched a Title IX Webinar Series in partnership with Peter Lake.

NOVEMBER

Supported members throughout the U.S. Presidential Election process by acknowledging the emotional, mental, and psychological toll of partisan politics and the harm, possible and real, embedded in the democratic process.

Offered a membership promotion to senior-level leaders on HBCU campuses to encourage campus wide membership in ACPA.

DECEMBER

Hosted the Institute on the Curricular Approach virtually with 619 attendees.



Partnered with NASPA to host the Leadership Educators Institute virtually with 478 attendees.

Worked with the ACPA Foundation to launch the Gratitude Campaign.

Announced the results of the 2020 Governing Board Elections.

2020 ASSOCIATION AWARD RECIPIENTS

Annuit Coeptis:

Emerging:

- Claire Austin
- Stephanie H. Chang
- Brittany Devies
- Kyle T. Fassett
- Jonathan A. McElderry
- Dr. Andrea D. Domingue

Senior:

- Daniel W. Calhoun
- Jo Campbell
- Rev. Jamie Washington, Ph.D.

Emerging Scholars:

- Katie Koo
- Symphony D. Oxendine
- Dian Squire
- Rachel Wagner

Senior Scholars:

- Lori Patton Davis
- Matthew R. Wawrzynski
- Ximena Zúñiga
- Raechele L. Pope (Diplomate)
- Jillian Kinzie (Diplomate)

Lifetime Achievement:

Ximena Zúñiga

Contribution to Knowledge:

• Lori Patton Davis

Contribution to Higher Education:

• The National Institute for Learning Outcomes Assessment

Esther Lloyd Jones Professional Service:

• Dwayne K. Todd

Harold Cheatham Innovative Practice:

• Anthony R. Altieri

Voices of Inclusion:

• Yvette I. Lerma Jones

Presidential Citation:

- Melissa Jones
- Heidi Levine

Champion of Sustainability:

Kourtney Spaulding

Collaborative Excellence:

 Hank Lacayo Internship Fund California State University Channel Islands

Marylu McEwen Dissertation of the

- Year:
 - Cori Bazemore-James

2020 FINANCIALS

Financial reports presented for 2020 are unaudited. An audit for 2020 Financials would have occurred in the spring of 2021. With the onset of COVID-19, the Governing Board chose not to proceed with a full audit for fiscal year 2020.

ACPA—College Student Educators International

Balance Sheet As of December 31, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1003 PNC Bank Operating Account	313,281.44
1018 PNC Money Market	3,014.37
1030 Clearing Account	3,000.74
1050 State CPA Bank Accounts	32,970.14
1225 Long Term Investments	653,197.94
Total Bank Accounts	\$1,005,464.63
Accounts Receivable	
1230 Accounts Receivable	41,614.30
Total Accounts Receivable	\$41,614.30
Other Current Assets	
1400 Prepaid Expenses	35,151.67
1416 Prepaid Expenses - 2021 Convention	75,430.38
1420 2025 Convention	57,800.00
1465 Pre-Paid Insurance	8,322.00
1475 Accountant A/R	-541.84
Total Other Current Assets	\$176,162.21
Total Current Assets	\$1,223,241.14
Fixed Assets	
1500 Fixed Assets	243,308.16
1590 Accum Depreciation	-240,560.00
Total Fixed Assets	\$2,748.16
TOTAL ASSETS	\$1,225,989.30

ACPA—College Student Educators International

Profit and Loss

January - December 2020

	TOTAL
Income	
4100 Membership	686,061.68
4301 Annual Convention	889,971.63
4400 Publications Income	246,494.69
4590 Career Central	44,035.97
4600 Sponsorships/Contributions	28,177.16
4640 ELF Program Support	55,000.00
4675 Corporate Partner Program	7,363.39
4775 Electronic Advertising Sales	1,000.00
4820 State CPA Income	8,511.48
4850 Other Income	13,193.07
4900 Educational Programs	340,588.98
8002 Sales	29,719.90
In-Kind Contributions	56,000.00
Total Income	\$2,406,117.95
GROSS PROFIT	\$2,406,117.95
Expenses	
5000 General Administration	988,926.03
5050 Technology	46,903.74
5065 Long Term Investment Expense	7,832.18
5160 Governing Board	7,037.25
5190 Foundation expense	-12,607.63
5200 Strategic Initiatives	4,187.50
5300 General Membership	22,096.98
5350 Marketing	12,589.53
5400 Professional Development*	808,260.75
5590 Awards & Grants	28,752.47
5600 ACPA Entities	46,933.33
5700 Publications	120,947.68
5770 Chapter Membership Share	10,920.00
5820 Association Memberships	22,278.33
5870 Equity & Inclusion	16,151.59
Purchases	56,000.00
Total Expenses	\$2,187,209.73
NET OPERATING INCOME	\$218,908.22
Other Income	
4840 Investment Net Cash Flow	3,110.27
4841 Dividends	16,430.18
4842 Unrealized Gain/Loss	7,219.32
4855 PPP Loan Forgiveness	172,100.00
Total Other Income	\$198,859.77
Other Expenses	
Other Miscellaneous Expense	-1,280.98
Total Other Expenses	\$ -1,280.98
NET OTHER INCOME	\$200,140.75
NET INCOME	\$419,048.97

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.