

# 2021 ANNUAL REPORT

*strategically*  
**transforming**  
**higher education**

# LETTER FROM THE PRESIDENT



As over 5000 of us joined together for ACPA21 and an incredible virtual experience, I began my tenure as ACPA President speaking from my kitchen table about a year ahead grounded in love, risk taking, and hard work. It has been an honor to serve an association that leads from a place of courage, collective strength, and boldness this year. ACPA continues to move towards being the higher education association of the future because of our members and volunteer leadership, and I am internally grateful. We are, and continue to be, flawed, constantly growing, and boldly transforming higher education, even as we and our campuses adjust, pivot, and adapt to our ever-changing reality.

I am honored to share that due to our wide-reaching virtual convention, membership soared to 6,600 for the majority of 2021, the highest total since 2013. ACPA21 offered nearly two months of professional development content to participants and was budgeted to yield no income based on what we knew in 2020. I am delighted in fiscal year 2021, the Association brought in just over \$1.68 million in revenue, with most income categories exceeding goals, and the annual convention resulting in a net profit of over \$163,000. This net profit was realized even after a 40% repayment to the ACPA Foundation for an interest-free loan to support the Association during the pandemic. In terms of long-term investments, the Association's accounts with William Perry investors grew by 6.8% in 2021, with a year-end net profit of nearly \$44,000 earned.

Our financial stability this year has provided us the opportunity to think and act boldly. We entered into the second phase of our strategic plan prioritizing membership, celebration, accessibility, decolonized scholarship and research practices, partnerships such as our Presidential Symposium with ASHE and our developing relationship with SCUP and NACAS, and the unique lens ACPA brings to the issues facing higher education through the strategic imperative for racial justice and decolonization.

We welcomed Alabama, Minnesota, and Virginia as State Chapters of ACPA, hosted the inaugural virtual Writer's Retreat, and began to embed the work of the University Design Task Force into our strategic plan for the future. We piloted alternative membership strategies – the all-campus membership and graduation preparation program membership – that shift the financial burden of belonging from individuals to institutions/organizations in line with our values. We continued strategic outreach related to individual memberships to professionals at Historically Black Colleges and Universities (HBCUs) and engaged in efforts to make membership in ACPA accessible for individuals who identify as Native, Aboriginal, or Indigenous, or who are involved with Indigenous student affairs work on campuses. We continue to strive towards inviting new voices and perspectives into leadership, and we are working to identify new models of governance that align with our mission, values, and centralization of racial justice and decolonization through the launching of the Campus Expectations Project.

For 98 years, ACPA, and more importantly, our members, have brought our lived experiences, our personal knowledge and skills, and our values to our work, the profession, and the Association, committing to changing the world for the better. We have launched our ACPA at 100 committee and spent the year dreaming and planning of the realistic possibility of being in physical community once-again at ACPA22.

ACPA is a values-centered, member driven Association, and despite all 2020 and 2021 tossed our way, we are heading towards our 100th anniversary with a vigor and energy like you would not believe. Thank you – our members, our hundreds of volunteers, our scholars, practitioners, and students – for allowing me to be on this journey and in community with you.

Much Love,

**DANIELLE MORGAN ACOSTA, PH.D**  
**2021-2022 ACPA President**

# 2021 AT A GLANCE

## MEMBERSHIP

ACPA had a yearly membership average of 6,167. Membership increased due to the highly successful virtual Convention in March, 2021 which included membership as part of the Convention registration packages for institutions

## STRATEGIC INITIATIVES

As the world continued to respond to and cope with the COVID-19 pandemic, most higher education institutions remained in virtual operations through the 2020-2021 academic year. It was not until the fall of 2021 that colleges and universities reopened for in-person course delivery and residential experiences. In similar fashion, ACPA programs and services in 2021 focused on delivering virtual connections, programs, institutions, and experiences for members.

It was during this period of time that ACPA developed and released a new Strategic Plan to guide the Association's priorities through the 100th Anniversary in 2024. Calendar year 2021 featured several new efforts and initiatives to be remembered as important activities during this year:

### ***Hosting Our First Fully Virtual Convention***

Originally scheduled to occur in Long Beach, California, the 2021 ACPA Convention pivoted during this peak of the COVID-19 pandemic to be a virtual-only convention experience, the first fully virtual occurrence of this annual event. Under the leadership of ACPA21 Convention Chair Bernie Liang, 2020-2021 ACPA President Vernon Wall, and International Office Deputy Executive Director Tricia Fechter Gates, the convention planning team quickly reimagined their dreams and structures to provide the typical convention experience in an online platform. The virtual nature of the convention allowed for increased financial access to this annual event, resulting in 5,004 registrants, more than double the number of registrants from the ACPA20 Convention in Nashville, Tennessee the year prior. Virtual convention participants were provided with access to online programs and resources from the 2021 Annual Convention for a full month following the close of the conference.

### ***New Membership Types Implemented***

A new pilot membership type, the All Campus Membership, was implemented allowing a college or university to make all of their professionals, graduate preparation program faculty and students, and other campus stakeholders members of ACPA for one collective rate. Cal Poly San Luis Obispo (CA), California State University San Bernardino (CA), Holy Names University (CA), Radford University (VA), Samuel Merritt University (CA), and Syracuse University (NY) were among the first institutions to sign up as All Campus members.

Additionally, 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. This new rate acknowledged the often disparity in resources available to two-year colleges compared to four-year colleges.

Also in 2021, the ACPA Governing Board developed and piloted a new membership type exclusively for Graduate Preparation Programs. On a number of campuses, institutional memberships are the decision of a senior- or division-level practitioner, which has implications for access to membership for graduate and doctoral students. This new pilot allows faculty or program directors of higher education and student affairs graduate preparation programs to have direct decision-making authority on becoming an institutional affiliate with ACPA.

## **Strategic Imperative for Racial Justice and Decolonization**

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:

- Campus leaders at Historically Black Colleges and Universities (HBCUs) across the United States were invited to join ACPA in 2020-21 at no cost.
- 2021-2022 ACPA President Danielle Morgan Acosta appointed and launched the a task force to develop the Campus Racial Justice and Decolonization Expectations Project and related survey to identify aspirational goals for inclusive experiences in student affairs and higher education.

## **Universal Design Task Force and Report**

A Task Force appointed by 2020-2021 ACPA President Vernon Wall concluded their two-year work and provided recommendations to the Governing Board for enhancing accessibility and infusing universal design into the Association thanks to the leadership of Ellen Broido and Mike Kutnak. The Task Force's recommendations have been incorporated into the new Strategic Plan.

## **President-to-President Series**

2020-2021 ACPA President Vernon Wall imagined and implemented the "President-2-President Series," featuring one-on-one interviews with a diverse group of 12 college and university presidents.

## **Creation of the ACPA @ 100 Planning Committee**

This year, 2021-2022 ACPA President Danielle Morgan Acosta and Vice President Andrea D. Domingue announced the launch of the ACPA at 100 Celebration Committee who will lead us in continuing to honor our 100-year history of boldly transforming higher education. This Committee was appointed to research, plan, and implement the series of programs, events, multimedia, honors, resources, scholarship, etc. to be experienced by higher education community during the ACPA24 Convention in Chicago (March 17-20, 2024) and concluding on ACPA Day (October 21, 2024), the date recorded as ACPA's first meeting in 1924. In the spirit of decolonizing practices and structures, the leadership and involvement structures were flattened and recruited via an open call to all members to include more voices in planning and leadership efforts.

## **Award Renaming in Recognition of ACPA Past President Harold Cheatham**

In 2021, the ACPA Governing Board announced the renaming of the Innovative Practice Award to the Harold E. Cheatham Innovative Practice Award. Dr. Harold Cheatham was the fifty-sixth President of ACPA during the 1995-1996 year and was the first African American male to hold this leadership role in the Association. The ACPA Innovative Practice Award recognizes the outstanding work of a campus practitioner who is innovative in their approach, and who has made a significant impact on student communities on their campus. The award honors practitioners who are making a difference at the local level and are successfully trying and assessing new and creative approaches to our work, qualities that Dr. Cheatham exemplifies today and throughout his career of distinction.

## **ACPA ENTITY GROUPS**

### **Coalitions & Networks:**

The Coalitions & Networks have continued their tradition on building community and connections related to identity based through numerous webinars, online workshops and monthly meetings.

Creating Inclusivity While Promoting Accommodations: A Practical Guide to (Dis)abilities on Campus was distributed to ACPA members in partnership with the Coalition for Disability.

The Coalition on Men and Masculinity had a successful Institute for Critical Perspectives and Practices on College Masculinities in June 2021.

A new Task Force supporting fat folx or fat bodied student affairs professionals emerged.

### **Commissions:**

The commissions continued their long tradition of offering multiple member engagement and learning opportunities, including webinars on a wide range of timely topics, virtual meetings and social gatherings, and co-sponsored institutes. Specific examples include:

- For another year, Commission for Assessment and Evaluation partnered to offer the 2021 Assessment Institute, which engaged many attendees in a virtual format.
- The Online Experiences & Engagement Task Force offered 3 webinars/ ACPA2Go's this year and presented virtually at the 2021 Global Summit on Student Affairs and Services hosted by the International Association of Student Affairs & Services (IASAS).

The longstanding Commission for Administrative Leadership transitioned became the Senior Level Community of Practice.

The commissions have planned a joint reception for ACPA22 as a means to promote more meaningful recognition of commission awards recipients, offer an additional opportunity for member engagement, and create efficiencies for all commissions through resource sharing (e.g., budget, volunteer labor, etc.).

### **Communities of Practice:**

The Communities of Practice offered over 30 virtual educational sessions this year and established consistent weekly and monthly newsletters for their members.

The Communities of Practice spent 2021 reimagining and restructuring leadership and administrative items, including revamping existing Directorate Board positions, creating new Directorate Board position opportunities, and crafting new strategic plans.

The Communities of Practice highlighted graduate students, new professionals, mid-level professionals, and senior professionals doing excellent work through 15 Convention awards, many social media shoutouts, and regular newsletter spotlights.

### **State and Regional Chapters:**

Maryland (MCPA) launched their Lunch n' Learn series, offering sessions nearly every month of 2021.

Kentucky (CPAK) offered several sessions focused on diversity, equity & inclusion, with over 300 attendees at a session entitled "Being Black in the Ivory Tower".

Virginia (VACPA) relaunched their chapter and Alabama (ALCPA) launched a new chapter.

California (CCPA) launched a book club and brought members together to read *From Equity Talk to Equity Walk: Expanding Practitioner Knowledge for Racial Justice in Higher Education*.

South Carolina (SCCPA) hosted their annual Drive-In Conference.

### **International Divisions & Members:**

The Caribbean Tertiary Level Personnel Association (CTLPA) hosted its second virtual Annual Regional Conference on June 20-25, 2021. Conference attendance was at least 50 delegates daily which is more than when the conference was in-person.

Dr. Jacqueline Huggins, President of CTLPA met with Dr. Danielle Morgan Acosta, ACPA President and as a result, Dr. JW Tabacchi, Trustee, ACPA Foundation Trustee, presented on fundraising opportunities at the CTLPA Executive Board meeting.

12 ACPA members attended the International Association of Student Affairs and Services (IASAS) virtual meeting on November 18th, 2021. This was our largest group of delegates to attend IASAS. The aim of the meeting was to broaden the network and deepen the relationships across borders and regions and communities and to build community support.

# 2021 MONTH-BY-MONTH

## JANUARY

Requested members to complete a survey to help ACPA, NACAS, & SCUP consider how we can promote systemic change in higher education

Launched the Campus Racial Justice & Decolonization Expectations Survey to collect information for the Task Force

Shared ACPA Strategic Plan progress notes with members to ensure transparency and familiarity with the process.

Announced the 2021 ACPA Award Recipients

## FEBRUARY

Launched the President2President Series spearheaded by 2020-2021 President Vernon A. Wall. The series featured video conversations with institutional Presidents about their professional journeys within student affairs as they shared their greatest challenges and personal and professional passions.

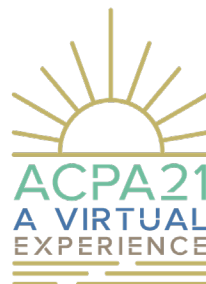
**PRESIDENT 2 PRESIDENT SPECIAL SERIES**  
30-60 minute long interviews highlighting successes, challenges, and thoughts on higher education today! Purchase the interview recording for \$10 or obtain the entire series for \$75.  
visit [myacpa.org/acpa2go](http://myacpa.org/acpa2go) to learn more!

 VERNON A. WALL 2020-2021 ACPA President he/him/his	 KAREN WHITNEY	 WALTER KIMBROUGH	 LES COOK
 DOUG SEARCY	 JOHN HERNANDEZ	 JOE BERTOLINO	 JAVAUNE ADAMS-GASTON
 TOMÁS D. MORALES	 BERENECEA JOHNSON EANES		

## MARCH

Announced the renaming of the Innovative Practice award to the Harold E. Cheatham Innovative Practice Award

Held the ACPA 2021 Annual Convention virtually from 1-12 March 2021. Speakers included Shaun Harper & Janet Mock. Convention Chair was Bernie Liang and 5,000+ registrants attended.



## APRIL

Continued to poll members about what they pandemic resources and services need from ACPA.

## MAY

Announced the recipients of the 2021 Most Promising Places to Work in Student Affairs designation.

Shared an end of 2020-2021 Semester/Term message with ACPA leaders from Danielle Morgan Acosta which featured a video highlighting our greatest successes.

## JUNE

Held the 2021 Student Affairs Assessment Institute in a virtual format for 302 registrants on 8, 15 and 22 June.

Partnered with the Coalition for Men and Masculinities to host the Institute for Critical Perspectives and Practices on College Masculinities which provided a space for educators, scholars, and professionals to critically explore and reflect on the future of men and masculinities scholarship and practice. 182 attended virtually.



2021 ACPA Institute for Critical Perspectives & Practices on COLLEGE MASCULINITIES

## JULY

Opened the call for nominations and elections to the ACPA Governing Board

Introduced the ACPA at 100 Celebration Committee as the individuals ready to lead the charge toward our 100th year as an Association. Virtually hosted the 2021 Writer's Retreat with offered a space for 36 scholars and practitioners to focus on their writing and gain feedback.



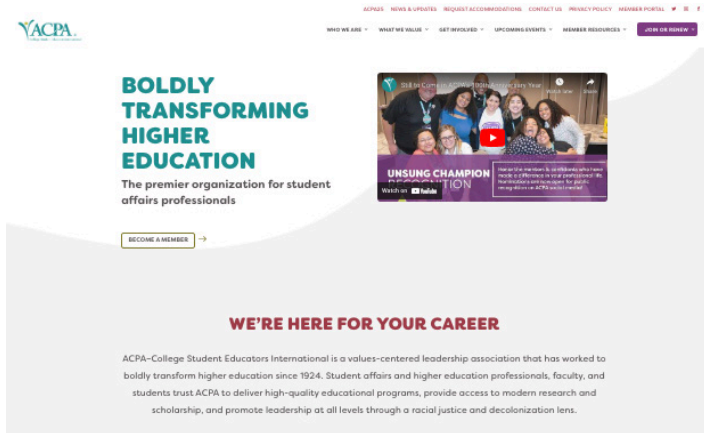
## AUGUST

Virtually hosted the 2021 Phyllis L. Mable Emerging Leaders Institute over the course of five weeks throughout July and August. Faculty included Melissa Jones and Danielle Morgan Acosta.



## SEPTEMBER

Launched a newly designed ACPA website in partnership with web developer Pathos Ethos.



## OCTOBER

Celebrated Careers in Student Affairs Month with ACPA21 and graduate student membership discounts, new items in the ACPA Amazon Store, and Instagram takeovers by Entity Groups.

Launched a new membership type for graduate preparation programs which offers membership to all students and faculty within the program for one low price.

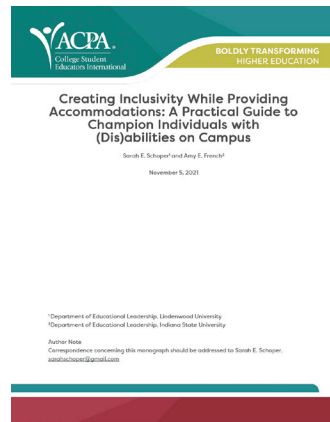
Celebrated ACPA Day & ACPA's 97th Birthday by offering membership discounts to (3) separate groups: Current Members, members who lapsed during 2019-2021 and contacts who have never been members.

Shared the slate of 2022 Diamond Honorees

## NOVEMBER

Launched the call for the ACPA23 Convention Planning Team

Released *Creating Inclusivity While Providing Accommodations: A Practical Guide to Champion Individuals with (Dis)abilities on Campus*, a monograph that serves as a practical guide for all higher education professionals, regardless of their level of involvement with disabilities.



Announced the ACPA22 Opening Keynote Speakers as Voices from Within (Stephanie J. Waterman, Steve D. Mobley Jr., and John Hernandez).

## DECEMBER

Announced the results of the 2021 Nominations and Elections process.



# 2021 ASSOCIATION AWARD RECIPIENTS

**Annuity Coepris:**  
not awarded for 2021

**Emerging Scholars:**  
Crystal Garcia  
Ryan A. Miller  
Steve D. Mobley  
Demetri L. Morgan  
Leonard Taylor

**Senior Scholars:**  
Deborah Taub  
Flo Guido (Diplomate)  
Dina Maramba (Diplomate)

**Lifetime Achievement:**  
Harold Cheatham

**Contribution to Knowledge:**  
D-L Stewart

**Contribution to Higher Education:**  
not awarded for 2021

**Esther Lloyd Jones Professional Service:**  
Jamie Washington

**Harold Cheatham Innovative Practice:**  
Christopher Johnson

**Voices of Inclusion:**  
Sara C. Furr  
Yolanda Catano

**Presidential Citation:**  
Bernie Liang  
Windi Sasaki  
Kristan Cilente Skendall

**Champion of Sustainability:**  
Student Sustainability Committee, Johnson County  
Community College

**Collaborative Excellence:**  
Residential Life/Learning Communities Academic  
Interventions, SUNY Brockport California State  
University Channel Islands

**Marylou McEwen Dissertation of the Year:**  
Carmen Rivera

*Congratulations* Association Award Recipients

 <b>Lifetime Achievement</b> <b>HAROLD CHEATHAM</b> <i>Retired</i>	 <b>Contribution to Knowledge</b> <b>D-L STEWART</b> <i>Colorado State University</i>	 <b>Esther Lloyd-Jones Professional Service</b> <b>JAMIE WASHINGTON</b> <i>Washington Consulting Group</i>	 <b>Innovative Practice</b> <b>CHRISTOPHER JOHNSON</b> <i>California State University, Los Angeles</i>	 <b>Collaborative Excellence</b> <b>RESIDENTIAL LIFE/ LEARNING COMMUNITIES ACADEMIC INTERVENTIONS</b> <i>SUNY Brockport</i>	 <b>Champion of Sustainability</b> <b>STUDENT SUSTAINABILITY COMMITTEE</b> <i>Johnson County Community College</i>
 <b>Voices of Inclusion</b> <b>YOLANDA CATANO</b> <i>Imperial Valley College</i>	 <b>Voices of Inclusion</b> <b>SARA C. FURR</b> <i>The University of Chicago</i>	 <b>Marylou McEwen Dissertation of the Year</b> <b>CARMEN RIVERA</b> <i>Colorado State University</i>	 <b>Senior Scholar Diplomate</b> <b>FLO GUIDO</b> <i>University of Northern Colorado</i>	 <b>Senior Scholar Diplomate</b> <b>DINA MARAMBA</b> <i>Claremont Graduate University</i>	 <b>Senior Scholar</b> <b>DEBORAH J. TAUB</b> <i>Binghamton University</i>
 <b>Emerging Scholar</b> <b>CRYSTAL E. GARCIA</b> <i>University of Nebraska-Lincoln</i>	 <b>Emerging Scholar</b> <b>RYAN A. MILLER</b> <i>University of North Carolina-Charlotte</i>	 <b>Emerging Scholar</b> <b>STEVE D. MOBLEY, JR.</b> <i>University of Alabama</i>	 <b>Emerging Scholar</b> <b>DEMETRI L. MORGAN, Ph.D.</b> <i>Loyola University of Chicago</i>	 <b>Emerging Scholar</b> <b>LEONARD D. TAYLOR, JR.</b> <i>Auburn University</i>	



# 2021 FINANCIALS

## ACPA—College Student Educators International

### Balance Sheet

As of December 31, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1000 Bank of America	0.00
1003 PNC Bank Operating Account	938,296.47
1018 PNC Money Market	3,014.67
1030 Clearing Account	0.00
1050 State CPA Bank Accounts	<b>16,883.95</b>
1225 Long Term Investments	699,900.30
In-Kind Clearing	0.00
<b>Total Bank Accounts</b>	<b>\$1,658,095.39</b>
Accounts Receivable	<b>\$20,143.32</b>
Other Current Assets	
1400 Prepaid Expenses	18,701.34
1411 Prepaid Expenses-2016 convention	0.00
1416 Prepaid Expenses - 2021 Convention	0.00
1417 2022 Convention	37,341.26
1420 2025 Convention	57,800.00
1465 Pre-Paid Insurance	8,385.00
1475 Accountant A/R	0.00
1496 Metro Checks	0.00
1499 Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$122,227.60</b>
<b>Total Current Assets</b>	<b>\$1,800,466.31</b>
Fixed Assets	
1500 Fixed Assets	<b>54,481.94</b>
1590 Accum Depreciation	-47,422.00
<b>Total Fixed Assets</b>	<b>\$7,059.94</b>
<b>TOTAL ASSETS</b>	<b>\$1,807,526.25</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	<b>\$1,186,769.62</b>
Long-Term Liabilities	<b>\$80,000.00</b>
<b>Total Liabilities</b>	<b>\$1,246,769.62</b>
Equity	<b>\$560,756.63</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,807,526.25</b>

# ACPA—College Student Educators International

## Profit and Loss

January - December 2021

	TOTAL
<b>Income</b>	
4100 Membership	662,306.67
4301 Annual Convention	308,325.36
4400 Publications Income	261,048.14
4590 Career Central	62,047.37
4600 Sponsorships/Contributions	26,746.79
4640 ELF Program Support	45,300.00
4675 Corporate Partner Program	-1,309.54
4820 State CPA Income	-2,999.33
4850 Other Income	1,548.72
4900 Educational Programs	325,324.02
In-Kind Contributions	16,000.00
<b>Total Income</b>	<b>\$1,704,338.20</b>
<b>GROSS PROFIT</b>	
	<b>\$1,704,338.20</b>
<b>Expenses</b>	
5000 General Administration	916,512.37
5050 Technology	35,281.31
5160 Governing Board	788.39
5200 Strategic Initiatives	123.18
5300 General Membership	18,780.44
5350 Marketing	6,408.05
5400 Professional Development*	35.80
5401 Educational/Professional Programs	223,337.75
5490 Site Visits	187.96
5500 Convention Expenses	163,228.99
5830 CEUs	500.00
<b>Total 5400 Professional Development*</b>	<b>387,290.50</b>
5590 Awards & Grants	14,430.09
5600 ACPA Entities	23,019.67
5700 Publications	112,658.06
5770 Chapter Membership Share	8,360.00
5820 Association Memberships	15,187.26
5870 Equity & Inclusion	6,257.00
<b>Total Expenses</b>	<b>\$1,545,096.32</b>
<b>NET OPERATING INCOME</b>	<b>\$159,241.88</b>
Other Income	\$199,016.50
Other Expenses	\$ -10,622.53
<b>NET OTHER INCOME</b>	<b>\$209,639.03</b>
<b>NET INCOME</b>	<b>\$368,880.91</b>

# 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.