

Sharing the Commonwealth

An e-newsletter published by the Pennsylvania College Personnel Association

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PCPA KEYSTONE SEMINAR TO HIGHLIGHT SOCIAL MEDIA USE

Registration is now open for PCPA's latest Keystone Seminar, which will focus on the use of social media in the student affairs profession. The seminar is being hosted Friday, Jan. 6 by Seton Hill University.



This one-day, drive-in Keystone will feature three different presenters, each focusing on ways to integrate different types of social media and technology into your department to enhance the way you communicate with your students. Presenters include Dr. [Scott Helfrich](#) (Cal U), [Bryan Koval](#) (Carnegie Mellon), and [Christopher Weiss](#) (IUP).

A full schedule is available on Page 2 of this newsletter. Questions should be directed to PCPA's Professional Development Commission Chair [Mindy Somerville](#) at 412-397-5239.



Helfrich



Koval



Weiss

Dr. Scott Helfrich, California State University of PA

Helfrich has been a full-time higher education professional for the past 12 years. He has presented nationally and internationally and has been published in various publications, including the Journal of College Student Development. Helfrich earned his doctorate (D.Ed.) in 2011 from the higher education program at the Pennsylvania State University.

Bryan Koval, Carnegie Mellon University

Koval is the Coordinator for Community Standards and a Housefellow at Carnegie Mellon University. A frequent user and advocate for social media in higher education, his doctoral dissertation research is about the connection between students in paraprofessional roles and online social networks.

Christopher Weiss, Indiana University of PA

Weiss is a graduate student in the Student Affairs in Higher Education program at IUP, working in the Office of Housing and Residence Life. Previously, he worked for William Paterson University of New Jersey where he created and implemented social media strategies for 6 student affairs departments. He is writing a thesis on the correlation between college student Facebook use and co-curricular involvement.

Using Social Media in Student Affairs

Where:

Seton Hill University
One Seton Hill Dr.
Greensburg, PA 15601

When:

Friday, January 6, 2012

Time:

9am-3:30pm

Cost:

\$20 Students, \$30 for Members, and \$40 for non-members

To Register:

Visit www.pcpa.net, or simply click [here](#).

Deadline:

Registration must be submitted by Jan. 1.

Using Social Media in Student Affairs

Schedule

8:30 am – 9:45 am **Registration & Breakfast**

9:00 am – 9:50 am **Beginners Session (Optional)**

New to social media? Start your day off with a mini-tutorial to get you up and running on the basics of Facebook, Twitter, Google Docs, and more.

10:00 am – 10:50 am **Using Twitter for Professional Development & Enhancing Student Learning Outcomes**

Learn how to use Twitter in order to participate in free professional development and networking opportunities with other student affairs professionals across the country. Attendees will also learn strategies for using social media for career searches, academic & research support as well as programmatic and assessment efforts. *Presented by Dr. Scott Helfrich*

11:00 am – 11:50 am **Your Social Network: Making the Most of Social Media in Student Affairs**

Take this opportunity to talk about how online social media is changing your relationships with students, faculty, and other staff members. We will discuss uses and misuses of Twitter, Facebook, and other social media outlets. Learn more about Whuffie, online authenticity, and how to navigate difficult student issues and privacy. *Presented by Bryan Koval*

12:00 pm – 1:30 pm **Lunch**

1:30 pm – 2:20 pm **Social Media Framework & Toolkit: Socially Interactive Technologies and Beyond**

Learn how to create a social media strategy specific to your institution, the positive and negative developmental impacts that social media use has on students, and diversity and accessibility issues with social media. You will receive an extensive Social Media Toolkit while engaging in a discussion about Socially Interactive Technologies in practice and discussing the results of several assessment projects to support the creation of effective social media strategies. *Presented by Christopher Weiss*

2:30 pm – 3:00 pm **Technology, Apps, & Other Cool Stuff**

This roundtable/open discussion session will be an opportunity for participants to exchange information about cool technology they are using such as Prezi and Poll Anywhere, as well as share information about other forms of social media that were not covered in the presentations.

3:00 pm **Evaluations & Departure**



#sachat

If you're active on Twitter, the leading discussion for Student Affairs professionals happens using the hashtag, [#sachat](#) (short for "Student Affairs Chat"). Log in to Twitter and do a search for [#sachat](#) to see what's buzzing in the Student Affairs Twitterverse. Also, check out these hashtags: #sagrad, #saled, #satech, & #highered.

Student Affairs



Collaborative

Since 2006, student affairs professionals from across the country have been connecting via this online blog. Be sure to follow this blog.

There are already more than 8,100 followers!

www.thesabloggers.org

PCPA

Pennsylvania College Personnel Association

TRANSFORMING THE HOMECOMING KING & QUEEN RITUAL

By Kate Linder, Chair, Constituencies Commission

As the fall academic season has come to a close, I challenge you to assess the ways in which your institution communicates inclusivity or exclusivity in its traditions and rituals. Beyond reflecting about the various holidays that dominate in the winter months, think about institutionalized ceremonies, events, and traditions that occur throughout the year – what messages are conveyed? Who is implicitly or explicitly included or excluded in rituals? Who might receive a message that they aren't valued or considered?

At the October 2011 PCPA conference I presented a session on "Responsive Leadership in the 21st Century: Transforming the Homecoming King and Queen Ritual," which described the process of recognizing the need for an inclusive approach to a long standing campus tradition at my university and detailed the changes that were implemented.

Prior to 1971, only homecoming queens were elected at IUP - men were excluded from the tradition. In the fall of 1971, a male student ran for homecoming queen to protest gender-bias and was elected. Having exposed the sexist and stereotypical nature of the tradition, the male student immediately conceded his victory to the first runner up, a female.

Despite this blatant critique, IUP did not immediately open homecoming elections to men. Instead, the elections continued as a female-only tradition until 1979 when another male student ran for homecoming queen, was elected, accepted the title, rode in the Homecoming parade to jeers, and was crowned with a tiara at a half-time ceremony during the football game. The next year, IUP instituted a practice of electing a homecoming king, queen, and court comprised of additional male-female pairings.

For the next 30 years, IUP maintained the tradition of a homecoming court comprised of a king and queen for the Indiana and Punxsutawney campuses and a male-female pair of runners-up for the Indiana Campus. This ritual was nearly challenged in the fall of 2006 when two male undergraduate partners campaigned as candidates for king and queen and narrowly missed receiving enough votes to be part of the homecoming court. Clearly, the homecoming court ritual institutionalized a bias based on gender (maintaining a king and a queen) and sexual orientation (couples must be comprised of people of different genders).

In 2006, key IUP student affairs professionals began advocating for a new approach to the homecoming court tradition by advancing the concept that students elect a court comprised of individuals who represent each of the academic colleges at the Indiana Campus and the Punxsutawney Campus. Despite the compelling rationale that this approach would highlight the academic mission of the university, establish a beneficial relationship between court representatives and academic deans, create inclusivity, eliminate the hierarchy between kings, queens, and runners-up, and expand the court by one person, the University President and Director of Social Equity were not supportive of a change. Tradition was valued more than inclusivity.

Continued attempts at change were ignored until a new President assumed leadership at IUP and the Director of Social Equity left the institution. With the approval of the new administration, several student affairs professionals collaborated with the academic deans and the student government leaders to promote a new, inclusive, academically-focused ritual. Homecoming rituals at PASSHE schools and IUP's national benchmark institutions were examined, revealing that IUP's proposal was unique.

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In fall 2010, without fanfare and with the support of students, academic deans, and student affairs staff, IUP transitioned the homecoming court to an elected group of seven students. The candidates campaigned individually and competed for votes by academic colleges and at the Punxsutawney Campus. The resulting court was diverse in terms of gender, ethnicity, race, and sexual orientation – a fitting result for a reformed tradition characterized by inclusivity. All constituents, including the local community, embraced the change and welcomed the academic emphasis.

Numerous lessons emerged from transforming the homecoming court –

- The rationale for making change needs to be strong, thoughtful, and reflective of the institution's core mission and values

- Timing is important – change that is blocked in one set of circumstances may be embraced in another
- An effective, smooth transformation takes a village – garnering the understanding and support of multiple constituents is crucial
- Sometimes students teach administrators through their actions and serve as a positive catalyst for improvement

As we conclude one semester and begin another, I challenge you to reflect on the traditions and rituals at your institution -- to examine the messages they convey, to create opportunities to change those traditions and rituals that are exclusionary, and to ensure that your campus is a welcoming environment for all students.

How will you make a difference in the 2012?



The most recent Twitter [#sachat](#) was a discussion regarding campus traditions... See what other Student Affairs professionals are saying about campus traditions and rituals by searching [#sachat](#) on Twitter.

COMMENTARY

WE'RE ON THE SAME TEAM... AREN'T WE?

By Michael Bumbry, Four-Year Private East Member-at-Large

College athletics have taken center stage in the national conversation since the Penn State University and Syracuse University stories initially broke in November. One of the themes that the media has focused on is the role athletics plays in the landscape of higher education.

There are important questions that have surfaced as a result of these stories. How much power should coaches and athletic programs have? What are the real institutional priorities in an organization? Does the high emphasis on sports overshadow the academic mission of an institution? One of

the most important challenges that student affairs professionals face is fostering knowledge and application of what it means to be a "student" and what it means to be an "athlete." The growth and development of many student athletes tends to hone in on an athlete identity while in college (Howard-Hamilton & Sina, 2001).

As a Resident Director, my exposure to student athletes is high. The soccer, volleyball, and fencing teams are all part of the residential community. My responsibilities also include managing a residence hall comprised of incoming first year football play-

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ers during the summer. Student attitudes among the football team quickly evolve from naïve freshman to overconfident soldiers who represent one army, and it is clear in this annual social experiment how powerful peer leadership and mentoring are to the development of all students. It is even more poignant among a group of people who have such rigid schedules and low exposure to diverse groups of individuals outside of their team (Watt & Moore, 2002).

It is easy to simply blame athletics as a whole or the team that generally causes the most problems, but I believe the behavior is merely systematic of an institutional and organizational culture. The outcomes of current trends have a positive and negative impact on student development, cross cultural awareness, perception among non-student athletes and academic and social performance (Howard-Hamilton & Sina, 2001).

Student affairs professionals, particularly those in housing and residence life, have a great opportunity to be more inclusive of student athletes. I have learned during my time at Temple University that avoiding assumptions, treating athletes like everyone else, engaging non-athletes to support home games, and developing programs that directly address the needs and schedule of athletes are all instrumental to integrating student athletes into the community. Student athletes are under a lot of pressure to remain healthy, operate in a dualistic win/lose environment, and have minimum exposure to non-student athletes. They also face prejudice among students and faculty who may not value their place in the greater university (Watt & Moore, 2002). These are all areas that may contribute to poor student behavior; it is not fair to expect student athletes to be active and caring citizens on campus if they do not feel as though they are integral to the overall campus.

I recently presented at the 2011 MACUHO residence life and housing conference with a colleague. The focus of our presentation was on building community with student athletes in residence halls. Our audience represented a range in institutional size, affiliation, geographic region and athletic division. Nevertheless, it is evident that schools

within the Pennsylvania and Mid-Atlantic region are struggling to create and maintain positive relationships with athletic departments, individual sport teams, in an effort to translating those partnerships into success in our work with student athletes. In our research, the recommendations offered are helpful in starting or sustaining a healthy relationship with athletics staff and student athletes (Hill, Burch-Ragan, Yates 2001):

- Developing an understanding of the primary staff, policies and mission of the athletics program
- Linking student development concepts (cognitive and psychosocial) and research on student athletes to daily practice in an effort to better serve this population
- Participate in purposeful conversations with staff and students about how to improve or sustain academic and social performance on campus
- Collaborate on events and programs that will be mutually beneficial to the student affairs department and athletics
- Create a departmental committee or liaison position that works directly with the department of athletics
- Provide flexible and diverse programming that allows student athletes to participate and for residential and non-residential students to support athletic events

Whether we like it or not, athletics is largely tied to the priorities of any institution and has direct ties to alumni relations, development, admissions, infrastructure, and yes, even student affairs. I honestly used to be less than enthusiastic about working with student athletes. But between recent headlines, departmental dialogue, and my own research and inquiry, I have changed my status from being the opponent to playing on the home team.

Michael Bumbry is the new MAL for the 4 year, Private, East region and wants to hear from you! Please contact him for suggestions regarding networking, socials, professional development, and any other related efforts to increase our partnerships statewide! You may contact Michael at bumbry23@gmail.com

PCPA ANNUAL CONFERENCE RECAP

If you were unable to attend this year's annual PCPA Conference, here's what you missed:

The appointment of Ms. Amanda Ries of Seton Hill University as the President-Elect of PCPA.

Amanda was appointed to fill a vacancy created when former president Jessica Koval resigned and then President-Elect David Watters took over for Jessica.



A great keynote speech by [Dr. Robert Zullo](#), director of the sports management program at Seton Hill. Dr. Zullo shared many of his great experiences working with college students.

The presentation of several annual PCPA awards. Those awards included the following:

- **Grady Roberts Writing Award** – Bryan Koval (Carnegie Mellon Univ.)
- **Outstanding New Professional** – Morgan Rizzardi (Butler County Community College)
- **Outstanding Contribution to the Profession** – Rev. Sean Hogan (Duquesne Univ.)
- **Joseph Merkle Award for Outstanding Contribution to PCPA** – Dr. Amber Sherman (Indiana Univ. of PA)
- **Bob Diltz Dancing Fool Award** – Mary McGinnis (Butler County Community College)
- Special Recognition was also given to Mr. Dwayne Hilton (Penn State Hazleton) for his contributions to the PCPA organization and profession, as he prepares for retirement.



Dwayne Hilton, pictured at right



Amanda Ries and Morgan Rizzardi, pictured at left

A special thanks to Diane Williams (Cal Univ. of PA) for serving as the 2011 Conference Chair.

PCPA ANNUAL BUSINESS MEETING BRIEFS

Prepared by Charmaine Strong, PCPA Recorder

President Dave Watters chaired the annual PCPA Business Meeting on Monday, 17 October 2011 at the 31st Annual Conference: *Get R.E.A.L.: Responsible Educators Authentically Lead* at the DoubleTree in Monroeville, PA. Following are the highlights:

Organization experienced an unprecedented challenge this year with the number of Executive Board resignations, including the President. It is a sign of a healthy and robust organization that can meet and overcome

challenges such as this. Organization is financially sound but remains financially conservative. Need to think creatively regarding being aware of shrinking budgets and cost-conscious professional development spending.

Treasurer's report reflects total assets of approximately \$15,500. Discussion of service fee and a higher yield savings account. State tax exemption will be investigated in the future.

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Membership Chair reported that Two Year West and Four Year Public East MAL positions are open. Non-renewing members will have follow up contact from Chair.

Overview of how the Executive Board vacancies occurred. Membership confirmation of appointed positions was presented.

Bylaws Review Committee initiated to review and propose changes; formal vote to hopefully take place at annual conference 2012.

The ACPA/NASPA Consolidation proposal was reported. ACPA passed the measure; NASPA did not.

Challenge offered to the membership – think of two people to involve in PCPA in the future and start working with them NOW to get them to commit to be involved. BE DELIBERATE IN GROWING THE ORGANIZATION.

Please share topics of interest for professional development workshops. Also, consider hosting a Keystone!

PCPA BOARD MEETING BRIEFS

Prepared by Charmaine Strong, PCPA Recorder

Full report of minutes and supporting documents is available online at www.PCPA.net.

The Executive Board Meeting was held prior to the annual conference on Sunday, 16 October 2011 at the Double Tree in Monroeville, PA. Following are the highlights:

President Dave Watters discussed the lack of clarity with the bylaws relative to board vacancies and also the succession of the president, in light of an unforeseen situation. Noted that there is no distinction in vacancies. Bylaw Review Committee, chaired by Past President Matt Shupp, initiated. If interested in serving on this committee, contact Dr. Shupp or Dave Watters.

Kate Linder, Constituencies Chair, offered to draft a Statement of Inclusion.

D. Watters reported on his attendance at the ACPA Summer Leadership Meeting. NASPA membership did not receive the required number of votes in favor of consolidating with ACPA.

After much investigation by the Treasurer and discussion by the Board, motion to forego an external audit was moved and approved.

Amber Sherman, Treasurer, reported total assets of \$15,536.32. Majority of conference revenues and expenses have not been posted. A. Sherman noted that PCPA needs to secure state tax exemption; Dan Kennedy will assist.

Membership Commission Chair, Morgan Rizzardi, has initiated a Google group list serve. Full membership report available online.

Task Force, chaired by Past President Dan Kennedy, initiated to explore how to move the annual conference forward in the future.

The Mary and Grady Roberts Writing Award competition was successful. Thanks to the generosity of Dr. Roberts and his family, a \$1,000 award will be given to a member of PCPA at the dinner this evening.

Mindy Somerville, Professional Development Chair, is exploring a Keystone Drive-In in early Decem-

ber on autism. Will also explore using technology in offering Keystones.

Two new Graduate Student Liaisons: Allison Shumar (first-year student at IUP) and Tara Snyder (2nd year student at Bloomsburg).

D. Watters reviewed the Executive Board membership picture: Vacancies filled – Four Year Private East – Michael Bumbry (Temple); Two Year East – Christina Wood (HAAC). Vacancies to be filled – President Elect, Two Year West, Four-Year Private West and Four-Year Public East. Discussion on plans to fill President Elect position.

D. Watters emphasized that we must follow the Bylaws which gives the authority to the Executive Board to fill the vacancy. Moved and approved that Amanda Ries (Seton Hill University) be appointed President Elect.

Membership costs to be examined in the future; comparative figures will be compiled from other state CPAs.

Dwayne Hilton was granted PCPA Emeritus status.

PCPA Treasurer's Report

Submitted by Amber Sherman

PCPA CHECKING ACCOUNT

CASH BALANCE	6/15/2011	\$	12,829.46
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CASH RECEIPTS:

Membership	6/29/2011	\$	15.00
Membership	8/1/2011	\$	75.00
Membership	9/8/2011	\$	25.00
Conference (2010 payment)	9/8/2011	\$	175.00
Membership	9/30/2011	\$	45.00
Conference	9/30/2011	\$	175.00
Conference	10/7/2011	\$	700.00
Membership	10/7/2011	\$	290.00

Total Cash Receipts		\$	1,500.00
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TOTAL BALANCE + RECEIPTS + INTEREST	10/16/2011	\$	14,329.46
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CASH DISBURSEMENTS:

DATE	CK#	ACTION	PAYEE	AMOUNT
6/21/2011	DC	E-BOARD MEETING	DoubleTree	\$ 457.03
7/25/2011	1529	ACPA Leadership Institute	DAVID WATTERS	\$ 799.14
6/1/2011	N/A	SERVICE CHARGE	PNC BANK	\$ 5.00
7/1/2011	N/A	SERVICE CHARGE	PNC BANK	\$ 5.00
8/1/2011	N/A	SERVICE CHARGE	PNC BANK	\$ 5.00
9/1/2011	N/A	SERVICE CHARGE	PNC BANK	\$ 5.00
10/14/2011	DC	Conference Program	HUB Copy Center	\$ 86.07
10/16/2011	1531*	2011 Awards	Pittsburgh Trophy	\$ 255.89
10/16/2011	1532	VOID Check (made check payable to wrong entity)		
10/16/2011	1533	Reimbursement (Overpayment)	Washington & Jefferson	\$ 15.00
10/16/2011	1534	DJ Sunday Night	Robert Mehalik	\$ 500.00

check number is out of sequence – check # 1530 will be listed on next report

Total Costs		\$	2,133.13
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10/16/2011	TOTAL BALANCE	\$	12,196.33
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PCPA SAVINGS ACCOUNT

6/15/2011	CASH BALANCE	\$	3,338.97
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CASH RECEIPTS:

DATE	CK#	ACTION	
6/30/2011		INTEREST	\$ 0.28
7/29/2011		INTEREST	\$ 0.27
8/31/2011		INTEREST	\$ 0.31
9/30/2011		INTEREST	\$ 0.16

Total Cash Receipts		\$	1.02
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10/16/2011	TOTAL BALANCE + INTEREST	\$	3,339.99
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CASH DISBURSEMENTS:		\$	N/A
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10/16/2011	TOTAL CASH BALANCE	\$	3,339.99
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10/16/2011	TOTAL ASSETS	\$	15,536.32
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PCPA Membership Report (as of 10/24/2011)

Submitted by Morgan Rizzardi

Institution Type

Two Year CC	17
Four Year Public	89
Four Year Private	61
Other	6

Expiration Dates

October 2011	68
October 2012	80
October 2013	11
October 2014	1
October 2015	3
October 2016	2
October 2017	1
October 2019	1
October 2020	1
Emeritus	5

Membership Type

Emeritus	5
Associate	6
Regular	105
Student	57

Membership-At-Large Representation

Two Year East	7
Two Year West	10
Four Year East Private	22
Four Year West Private	39
Four Year East Public	48
Four Year West Public	41
Other	6

Pennsylvania College Personnel Association Executive Board 2011

President
David Watters

President Elect
Amanda Ries

Past President
Dr. Matthew Shupp

Recorder
Dr. Charmaine R. Strong

Treasurer
Amber Sherman

Past Officers Advisory Committee
Todd Eicker

Communications Commission Chair
Brian Root

Constituencies Commission Chair
Kate R. Linder

Membership Commission Chair
Morgan Rizzardi

Faculty Liaison
Dr. Linda Hall

Graduate Student Liaison
Tara Snyder
Allison Shumar

NBCC Coordinator
Tom Steiner
Historian
Dr. Dwayne Hilton

**Professional Development
Commission Chair**
Mary McGinnis

Member At Large:
Four-Year Public, West
Daniel Pretz

Member At Large
Four-Year Public, East
Vacant

Member At Large
Four-Year Private, West
Amanda Gunther

Member At Large
Four-Year Private, East
Michael Bumby

Member At Large
Two-Year, West
Vacant

Member At Large
Two-Year, East
Christina Wood

Webmaster
Dr. Daniel Kennedy

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