

Sharing the Commonwealth

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Annual Conference Details Released

Bertolino & O'Connell to be featured Keynote Speakers



This year's conference planning committee is thinking big. So big, in fact, that the committee has landed a pair of dynamic keynote speakers for the conference.

This year's conference features [Dr. Joe Bertolino](#), a 1986 graduate from Scranton University, as one of the keynote speakers. Bertolino is the current president at Lyndon State College in Vermont. He is an author, lecturer, and teacher, having presented hundreds of programs to tens of thousands of students at more than 600 colleges and conferences nationwide.



He has accumulated numerous accolades during his career from associations such as NASPA, NACA, NODA, and ACPA. In

2007, he was named "Best Diversity Artist" by *Campus Activities Magazine*.

Courtney O'Connell, a 2008 alumnus of the IUP Student Affairs program, is a rising thought leader on the topic of disruptive innovation. Her TEDx [talk](#) "Go all In on Education," and blogs on *The Huffington Post* have provoked a national conversation about innovation in education.



O'Connell envisioned and served as the project manager for the Big Ideas in Higher Education Conference, and is one of co-founders of the New Jersey state association for higher education administrators. She is currently working alongside best-selling author Erik Qualman as Director of Business Design where she is developing and distributing digital leadership content that will educate the world.

...

Registration is now open for this year's conference ([click here](#)). Highlights include: separate program tracks for graduate students and professionals; two full days of programs and keynote speakers; Pecha Kucha presentations; and structured time to connect with colleagues from around the state.

**CONNECTING THE KEYSTONE.
COLLABORATING WITH PURPOSE.
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Visit www.pcpa.net to register.

Full Conference Registration
Members: \$225
Grad Students: \$175

Sunday & Monday, October 19 & 20
Park Inn by Radisson – Harrisburg West
5401 Carlisle Pike, Mechanicsburg, PA 17050

SUMMER REFLECTIONS, FALL PREPARATIONS

By Dr. Matthew Shupp, Assistant Professor, Department of Counseling and College Student Personnel, Shippensburg University

EDITOR'S NOTE: Dr. Shupp's piece – written earlier this summer – is a great reminder that the summer months are a great time to reflect and prepare. With the summer now behind us, it is still important to acknowledge the importance of doing these things on a regular basis. My challenge to you: take Dr. Shupp's advice and challenge yourself to find time this fall. Or ask yourself, "How did you do this past summer?"



If you are anything like me, you created a summer "To-Do" list sometime during the spring semester. I usually create my list in early April; it often consists of projects that I am too busy to complete during the academic year. What often happens, though, is that my eyes are too big for my stomach and I rarely accomplish half of the items on my list.

My lack of progress occurs for many valid reasons: vacations, family reunions, and ongoing preparations for the fall. Many of us may be involved in New Student Orientation programs, running summer camps and conferences, opening new residence halls, working with summer bridge programs, or completing any number of additional responsibilities. No doubt there are fewer students on campus in the summer, but rarely does it mean that there is less work to be done.

Having said all of this, it is still important to pull out our "To-Do" list from time to time. Below are five items that have appeared on my past summer lists. As we are in the midst of the summer, I hope these ideas and tips give you some thoughts for projects you'd like to accomplish this summer and reenergizes your spirit for the important work we engage in for our students.

5. Examine Your Digital Fingerprint. Facebook. Twitter. Pinterest. Instagram. LinkedIn. If 97% of our students have at least one of these accounts, it is a safe bet that we all have at least one, as well. And for as much as I tell my students to be prudent with their online posts, I could do a better job of intentionally creating a professional presence online. With more and more employers using the virtual world as an additional "reference check," the summer is a good time for us to examine our digital fingerprint. What do we look like online? What is our brand? Does our LinkedIn account mirror how we look on Facebook? Why or why not? Perhaps now would be a good time to overhaul our online presence and make a conscious effort to use technology to our professional advantage.

4. Read. If people asked me what is the most recent non-work related book I've read, I would have a hard time answering them. If you are anything like me, I have a hard time turning my brain off after I leave the office at the end of the day. I think, *"There's always work that I could be doing!"* That's the problem, folks. There will *always* be work to accomplish. Finding balance to leave work at work is the key and, I realize, often easier said than done. But try to pick up a non-academic book for a change. Your soul will thank you.

If you absolutely need your daily fix of everything and anything that is happening in the world of higher education, my go-to choice is [Inside Higher Ed](#). You can sign up for a free subscription, receive a daily email, and stay caught up on the latest news. While we often live in the trenches on our respective campuses, there is a lot going on outside our corners of the student affairs world. Reading about current events in higher education is some of the best professional development you can receive, and it's free.

3. Look for Your Next Job. Some of the best advice that I ever received is that the best

time to look for a job is when you have one. Whether you are happy with your current position, unhappy, or simply looking to make the next logical move in your professional career, the summer is a great time to peruse any number of higher education job-posting websites. For example, [HigherEdJobs](#) is a very versatile site that allows you to customize your job search by category, location, and type of position. You can even create a free account so that you can receive customized job postings by email and electronically track your job applications. And, even if now is not the time for you to move on from your current position, navigating job sites like this one will keep you informed on what skills prospective employers are looking for in potential candidates.

2. Join a Professional Organization and Submit a Conference Proposal. We love our acronyms in Student Affairs. There are dozens of higher education professional organizations out there serving a variety of constituents. It is important to investigate the different associations to find what each one offers. It is even more important to join one. Professional organizations open up a window of opportunity and offer the prospect of involvement in the field on a large scale. Take advantage of the organization's listserv and join a commission or standing committee (these are usually areas of interest within each organization that serve a specific constituent).

Network. Professional organizations introduce you to other professionals in the field. Partner with these new

Continued on Next Page...

From the President's Pen

Can you believe all the students are back on our campuses and the insanity known as the academic year has officially begun? It seems like just yesterday I was smiling at the thought of having 10 summer Fridays off and much deserved time away from the office. However, each year is a challenge and I am excited about the new opportunities ahead including serving as your President.

In June, the Executive Board had their summer retreat and we made a lot of progress discussing the upcoming year, how to effectively communicate and provide opportunities for our general membership. It was great seeing some old faces and meeting some new ones too.



**PCPA President
Morgan Rizzardi**

A little over a month ago, I traveled to Tampa, Florida site of #ACPA15 for the July Leadership Meeting where State Division Presidents and various other ACPA leaders gathered together for 2 ½ days of training, collaboration, and networking. It was refreshing to hear so many people call ACPA their professional “home”. Though I aim to increase my involvement with the national organization, my professional “home” has been within PCPA and I am thankful for the growth it has continued to provide me.

In turn, I encourage you all as members of the organization to find your niche and get involved! We would love to have you serve on one of our committees (Membership, Professional Development, Constituencies, or Communication), nominate a deserving individual for an award, present at our upcoming conference, mentor a graduate student to attend, or consider running for an Executive Board position when nominations open. We are always looking for innovative ways to enhance our offerings, so if you have any ideas, do not hesitate to share by dropping me a line at morgan.rizzardi@bc3.edu. This is your organization so make the most out of it!

Speaking of our upcoming conference entitled “*Connecting the Keystone. Collaborating with Purpose. Committed to Success.*” - don’t forget to register. Sunday is focused on our graduate student population, but will also have intentional tracks for [#SApros](#). Our keynote speakers Courtney O’Connell and President Joe Bertolino featured in this issue are sure to impress. It is going to be a great few days!

I look forward to seeing you all in October at the conference. 😊

Best wishes,

Morgan Rizzardi
2014-2015 PCPA President

colleagues and submit a conference proposal. Find a mentor who has presented at conferences in the past and ask for advice. Most convention program reviewers provide written feedback to the authors of the proposal that provides valuable information on how to improve on the next submission. Like job searching, submitting conference proposals is often an exercise in tenacity.

While certainly not an exhaustive list, below is a sampling of organizations that may be of interest to you:

- [ACPA](#) - College Student Educators International
- [NASPA](#) - Student Affairs Administrators in Higher Education
- [ASHE](#) - Association for the Study of Higher Education
- [NCSL](#) - National Center for Student Leadership
- [NACA](#) - National Association for Campus Activities
- [ACUHO-I](#) - Association of College and University Housing Officers International
- [MACUHO](#) - Mid-Atlantic Association of College & University Housing Officers
- [ASCA](#) - Association for Student Conduct Administration
- [NODA](#) - National Orientation Directors Association
- [ACA](#) - American Counseling Association
- [PCA](#) - Pennsylvania Counseling Association
- [NARACES](#) - North Atlantic Region Association for Counseling Education and Supervision

1. Take Time for You. Self-care is vitally important to our success. While I preach self-care to my students, I am guilty of not taking my own advice. No matter how busy we may be, it is important to unplug from the outside world and recharge our batteries. Maybe you enjoy the mountains. Maybe you prefer the beach. Maybe your life circumstances only allow you to step away from the office for a day. Self-care can take many forms: Run, go see a movie, garden, learn a new skill. Your body and mind will thank you for it.

Nominations Sought for Awards

NOMINATE A COLLEAGUE for one of PCPA’s annual awards, which are presented at the annual conference. A complete listing and description of awards is available on the PCPA website. They include the: Joseph Merkle Outstanding Contribution to PCPA Award; the Outstanding Contribution to the Profession Award; Outstanding New Professional Award; Outstanding Graduate Student; and the Ronald Lunardini Mentoring Award. Nominations may be submitted online at this [link](#). Questions about the nomination process may be directed to [Dr. Amber Racchini](#).

LESSONS FROM SUMMER CAMP

Tips for Student Affairs Professionals

By Jacqueline S. Hodes, West Chester University & Mary-Alice Ozechoski, Cedar Crest College

As a young people growing up in the 1960s and 1970s, we were both privileged to attend summer camp. Going to overnight camp is a family tradition for Jackie. Her parents met and fell in love at camp. Her camping career started at age 3 and continued until the start of graduate school. Mary-Alice attended camp as a child and then worked for many years as an assistant director at a camp in her hometown.



When we became colleagues and actualized Mary-Alice's idea for a new student leadership overnight retreat, we connected with our shared camp experiences. As we talked with other Student Affairs staff, we discovered many had a camp story to tell. We soon realized that many of the lessons we learned at camp were ones we were using in our work with students and in our careers as a Student Affairs professionals.

The camp experience was a gift, but one does not need to go to the mountains of New Hampshire or spend the summer on Lake Erie for eight weeks to employ the lessons below:

1. Make new friends and keep the old. At summer camp, there are always the returners – those who come to camp every summer. And then there are the new campers who are just beginning their experience. Similarly, each year we deliberately plan to engage our new students and to encourage their involvement. It takes time for new students to learn our campus culture and become engaged in the co-curricular experience and we are patient with them. But, it is equally important to remember and invest in our seasoned student leaders. We need to rely on our juniors and seniors who “know the ropes” and can continue to move their organizations forward. They are learning new ways to engage as well.

***TIP:** One way to encourage new student involvement is to recognize students who are doing well academically at the midterm grade point. If you don't have access to midterm grade reports you can acknowledge those new students who have taken a risk by joining a club/organization. Challenge returners by creating new opportunities for them to utilize their leadership skills.*

2. Remember the CIT (Counselor in Training) experience. A CIT has one summer to learn and practice the skills of a full-time counselor. No one can learn everything about archery and swimming and volleyball and crafts, but one can learn how to be an all-around good counselor. As Student Affairs practitioners we get a long time, often a whole career, to expand and improve our work and expertise. In the ever changing and expanding world of higher education, it is vital to keep abreast of the current issues confronting students, faculty, staff, and stakeholders. We cannot be experts in every functional area but we can be experts in student development, engagement, retention and success.

***TIP:** Learn from your colleagues in Student Affairs. Shadow someone for a day or even a few hours. Get to know your faculty colleagues. Take someone for coffee and ask about their research. Take advantage of any*

professional development opportunities on your campus and attend local conferences.

3. Teamwork works best. Campers learn to live in tight quarters, share a bunk bed, and participate in team challenges, including color wars. In order to survive at camp, one must learn to work with others. Teamwork is critical for success in Student Affairs. It is necessary to share resources and to collaborate with colleagues. As campus resources and budgets dwindle the best way to influence change is to find department, divisional and campus allies. Working collaboratively distributes the work, enhances the impact of your program/intervention and most importantly, generates a sense of euphoria--a result from the synergy of genuine teamwork.

***TIP:** When asked to sit on a divisional or university committee, say “yes” and become part of the team! You will meet faculty and staff who will rely on your expertise about students. If you are a reliable, thoughtful team member you can create career-long relationships. If offers are not coming your way, let your supervisor know you are willing to participate on committees, even ones that might not be directly related to your expertise.*

4. Sing often and loud. A summer at camp is not complete without singing camp songs. No one teaches the camp songs—somehow campers just learn them. Once campers know the songs, they sing them everywhere, all the time, with great enthusiasm. Student Affairs practitioners must have the same passion for our work with students. Equally essential is to have pride in our institutions. Enthusiasm is more than a good attitude and an extroverted personality. Showing up prepared for meetings, participating respectfully in discussions, answering email in a timely fashion, being responsive to requests, and having awareness of the impact of your attitude are ways to show your commitment. Bunk inspections are a way of life at camp and campers with clean cabins and well-made beds are rewarded. As role models to

students, we must always be ready for inspection. Students, our supervisors and our supervisees appreciate someone who is disciplined in their work habits and leads with a positive attitude.

TIP: *Keep a list of your successes and wins. Start a "Happy File" with thank you notes, accomplishments, and mementos of events where you know you had an impact. Refer to it often! Continue to have school spirit even in the face of disappointment. Go ahead and vent, but to a trusted friend or family member, not to students!*

5. Write home often. Writing home is a tradition and requirement that most campers would rather forget...until they reap the reward of letters or care packages in return. Families, often miles away, provide much needed support. Professional organizations provide similar support to individuals working in Student Affairs and often become one's "professional home." The network of colleagues is a limitless benefit. Our colleagues offer us their wisdom, knowledge, experience, and perspective. They support us in our challenging moments and celebrate our accomplishments.

TIP: *You can get involved in many ways—volunteer for a committee or a leadership position, write for a newsletter or journal, submit a program proposal and present at a conference, be a dues paying member. Your investment in these organizations will benefit you throughout your career. Start with PCPA.*

6. Have a blast and make memories. Swimming, hiking, tennis, and crafts can wear out even the most seasoned camper. The days at camp are long and activity-filled. Student Affairs professionals have full and busy days. The pace and scope of the work seem to increase each semester. When we entered this profession, we made a lifestyle choice knowing that

"evenings and weekends were required." It is essential for us to make time for attending student events. The joy of watching a student succeed in the theater, on the playing field, or in a leadership role is much more rewarding than cleaning out one's email cache.

TIP: *Block out time on your calendar to attend student events. Attend any student governing board meeting in the county and you will find passionate, bright students who are change agents and are living what you are teaching in your role. Take advantage of the activities, lectures, plays, and conversations that are happening on campus by inviting a new colleague to attend with you.*

7. A good camper never turns down a S'more. There is nothing like a S'more at a campfire. The crisp graham cracker, the sweet chocolate and the gooey marshmallow combine to make a delicious and memorable treat. We both have eaten our share. Sometimes the graham cracker cracks or the marshmallow burns; it doesn't make a difference, it is always delicious. In our careers we will work with talented, motivated, engaged students. And we will be challenged by complicated students, needy students, students who make mistakes, and students who spend hours in our office asking advice only to do the very thing we advise against. Regardless, it is always sweet and delicious to watch the students you mentored, listened to, supervised, and even disciplined walk across the stage at commencement to receive their diploma.

TIP: *Attend commencement and other traditional events on campus, including alumni functions. What we do matters to our students, their families, and their communities. If we do it well, each graduate will be touched by our collective work. How sweet it is!*

ABOUT THE AUTHORS:

Mary-Alice Ozechoski (on left) attended Asbury Woods Day Camp, Camp Notre Dame and worked as a counselor at Camp Glinodo in Erie, PA. Her expertise is tie-dyeing, ceramics, and finding CITs in the woods. Currently, she serves as the VP for Student Affairs and Traditional Enrollment at Cedar Crest College.

Jackie Hodes (on right) attended Robin Hood Day Camp, Pierce Country Day Camp and Pierce Camp Birchmont. She worked as a counselor at Pine Grove Day Camp in Jamesburg, NJ. Her camp skills include archery, short sheeting beds and writing camp songs. She is currently an assistant professor of higher education counseling/student affairs at West Chester University having served 26 years in Student Affairs at the same institution.



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Newsmakers & Namedroppers

• **Dr. Kelley R. Kenney** has been appointed to the NASPA Professional Standards Division representing NASPA Region II. The Professional Standards Division promotes and keeps professional standards, ethics and student affairs professional competencies in the foreground. In this capacity, Dr. Kenney will have an opportunity to work with ACPA, NASPA and their constituents including those in Pennsylvania helping to build awareness regarding the student affairs professional competencies. Dr. Kenney is the Student Affairs in Higher Education Faculty and Program Coordinator at Kutztown University, and also serves as the PCPA Faculty Liaison.

• **Bryan Koval**, PCPA's acting treasurer, recently took on a new role at Carnegie Mellon University. He is now the Coordinator of Student Life for Student Staff Recruitment, Selection, Training, and Assessment.

• La Salle University's Community Development office recently promoted two of its own and hired two others. **Kathryn Owsianiecki**, formerly the Community Coordinator for Greek Life, is now the Assistant Director for Leadership and New Student Programs. **Peter Lafferty**, formerly the Community Coordinator for Leadership Development is now the Assistant Director for Information Manage-

ment. New to the office are **Will Toffling**, the new Director of Community Standards and **Lauren Bolden**, the new Coordinator for Leadership and New Student Programs.

• **Michael Jones** recently accepted a new position as the Assistant Director of Admissions and Diversity Recruiter for Edinboro University.

• **Jenna Konyak** recently accepted her first professional position as the Area Coordinator for Residence Life at Seton Hill University.

• **Matthew Shupp**, Assistant Professor, Department of Counseling and College Student Personnel, Shippensburg University, was recently invited to serve as the keynote speaker at the annual MACUHO conference in November. More details [here](#).

• **Kate Linder**, Associate Dean of Students, Student Life and Community Engagement at IUP, and **Stacy Bussell**, a drug & alcohol treatment specialist at The Open Door, were married on June 4, 2014, in Indiana, PA. Their daughter Katy Bussell, a senior at IUP, was maid of honor. About 75 family and friends attended to celebrate both their love and the civil rights victory allowing gay couples to marry in Pennsylvania.

• **Sheila Confer**, Academic Village Coordinator, and **Brian Root**, Assistant Director of Housing & Residence Life,

at the University of Pittsburgh at Greensburg, recently co-presented a workshop at the national Mastering MAP-Works & Benchmarking Conference in June. Their workshop was titled "The Benefits of Training Student Leaders as Direct-Connect Users".

• **Justin Brown** and **Noelle Rosenblum** were engaged on May 5th, 2014 and are planning a [wedding](#) for October 11, 2014. The future bride & groom both work in higher education. Justin is a Resident Director at West Chester University, and Noelle is the Coordinator of Internships and Career Services at Eastern University. Aside from their engagement, they have also developed a higher education consulting business, "Onward & Upward." This new venture is a college prep program targeting high school students and young undergraduate students who are looking to prepare for college.

• **Dr. Amy Cotner** has returned to Pennsylvania as the Associate Dean of Student and Residence Life at Lock Haven University. Previously, she was the Associate Dean of Student Affairs at West Virginia University Institute of Technology.

• **Allison Shumar** recently accepted a position with the Student Involvement Team at Duke University. She is leaving her position as the Assistant Director for Student Life/Student Leadership and New Student Success at IUP.

Share your personal and/or professional updates by emailing bkr5@pitt.edu. They will appear in the next newsletter.

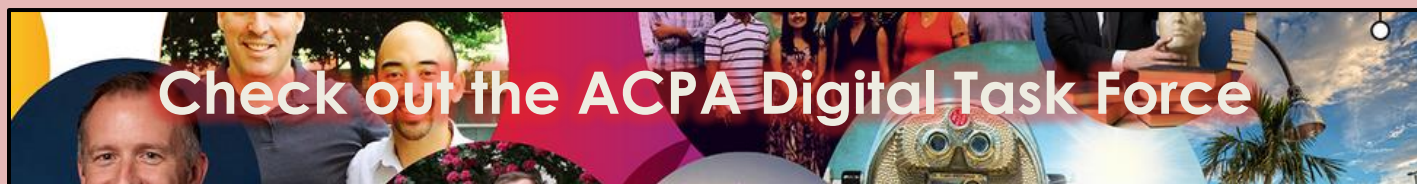
New online Higher Ed program at Robert Morris

Robert Morris University recently launched a fully-online MS in Higher Education program, which focuses on the management side of higher education. More details [here](#).

Get social with PCPA! Click an icon below.



Check out the ACPA Digital Task Force



PCPA Board Meeting Briefs

The most recent executive board meeting took place June 27, 2014 at the Park Inn by Radison.

- Elias announced she was hosting a “Lunch and Learn” for her constituents on July 15th and invited other MALs to join in.
- The e-board revisited the topic of an association communication plan to help coordinate communication efforts to the membership throughout the year.
- The board revisited the bylaw change allowing for rolling membership. A. Ries noted that the by-law change regarding membership language was approved by the membership and has been reflected in the by-laws.
- IV. Treasurer Report: B. Koval submitted treasurer’s report, which reflects that the association, at present, has \$3,000 more than at this time last year
- Shumar submitted a membership report noting that we currently have 39 dual members.
- Root is working on the newsletter. He also noted that he hopes to get constant use of the social media accounts through content posted by members and asked the board for help with content. B. Root suggested Facebook ads for conference advertisement, and will work with A. Ries to develop.
- Faculty Liaison: K. Kenney noted that there are a total of 16 graduate prep programs in the state – 6 private, 7 PASSHE and 3 state-related. She has connected with all program coordinators.
- Grad Student Liaison C. Pritchett is looking to connect with the MALs to be part of the overall communication plan. There was discussion about a 1-minute welcome video to be posted online as a welcome to graduate students. K. Kenney mentioned Chi Sigma Alpha – a student affairs honor society – and asked C. Pritchett to look into this program. The association will be soliciting letters of interest for West and Central liaisons due 9/9.
- ACPA Annual Report : A. Racchini sent the annual report via email to the executive board and asked for review and any changes as soon as possible.
- Change in NBCC Policy: M. Shupp gave history/context of NBCC role until present. As of May 1st we can no longer use ACPA’s provider number unless ACPA has primary involvement and share investment and profit. Discussion followed regarding use of NBCC and the NBCC position on the executive board. A decision was made to convene this role on an ad hoc basis.
- Board discussed recent difficulties of hosting Keystone Seminars. Other options were discussed. A. Elias suggested an interest survey to be put out to membership. D. Villar will follow up with D. Kennedy to create this survey.
- M. Rizzardi noted that any interested graduate students from the West or Central regions should letters of interest for the Grad Student Liaison position by 9/9 and asked. C. Pritchett to help recruit for these position.
- Racchini stated that last year she and K. Kenney made welcome packets for graduate students and sent them along to program directors. M. Rizzardi, C. Pritchett and K. Kenney will work on these packets this year with a hope to have them mailed by Sept. 1.
- Letter of Support for Executive Board Positions: M. Rizzardi mentioned receiving an example from MoCPA of a letter of support from executive board member’s supervisors when accepting board positions. Discussion occurred and it was decided to make this form available if board members would like to use it during discussion with supervisors.
- Conference Updates: A. Ries provided copies of the conference budget and schedule. Discussion regarding increase in cost and keynote speakers occurred and A. Ries will send a revised budget showing the actual costs for keynote speakers and will add in Facebook advertising costs. Questions, ideas or input about the conference can be directed to A. Ries or members of the conference committee
- M. Rizzardi announced she will be attending the ACPA Summer Leadership retreat in Tampa, FL on behalf of PCPA July 14th-July 17th

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PCPA Exec Board at the Summer E-Board Meeting

SCENE ON #TWITTER

Dee Downing @dee_downing · Jun 22
A beautiful morning here at Moravian College Bethlehem PA



Retweeted by Point Park U
PointPark Volleyball @pointparkvb · Aug 29
First Pittsburgh...now Chicago. Time to take on the Windy City!
#FearTheBison



Penn State @penn_state · May 23
Hanging out on Old Main Lawn with alumna Nicole and Benson the Boxer (on his first campus visit).
pic.twitter.com/5yFvnfpQU



MercyhurstUniversity @MercyhurstU · Jun 23
Isn't our campus beautiful during summer? #justs
pic.twitter.com/leK3vLpFxu

