

2023 Columbia Student Affairs Network Conference

Programming

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Meeting Students Where They Are: Best Practices and Lessons Learned in Student-Facing Communications

Presenters: Jessica Pavone (*AVP Strategic Initiatives, University Life*), David Beltran (*Social & Multimedia Specialist, University Life*), Lori Paulson (*Strategic Initiatives Manager, University Life*), Emma Winters (*Editorial Coordinator & Content Strategist, University Life*), Trang Nguyen (*Columbia alumna, UXD Consultant*)

Program Type: Panel Session

Program Abstract: Student Affairs professionals are competing in the marketplace for students' attention and time. Creating engaging, appealing and relevant student-facing communications across a range of channels is essential to ensuring you are able to push out timely and sometimes critical information to students. University Life's communications team will share lessons learned over the past 24 months in its work to create visually appealing, data-informed communications to more effectively engage students across Columbia.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Leadership

Overview of Program & Learning Outcomes: Participants will understand the principles guiding University Life's student-facing communications, see clear examples of 'before and after' to understand the changes implemented (and the 'why' behind them), and have an opportunity in small groups to workshop a sample campaign with colleagues, to practice putting principles into action in their own contexts.

Black Panther & The Power of Representation

Presenters: Elizabeth Greenlee (*Interim Associate Director of Residential Services for Community Development, Teachers College*) & Zhakeya Jackson (*Residence Hall Director, Stony Brook University*)

Program Type: General Session

Program Abstract: *Black Panther and the Power of Representation* explores how we navigate conversations about the representation of identity and its power. This session invites attendees to explore what representation means to them and in higher education through small and large group conversations. Using social media and pop culture, we will examine concepts of centering joy over trauma, the intersectionality of representation, and accountability in representation, primarily focusing on the racial and LGBTQIA+ identities represented in the film *Black Panther: Wakanda Forever*.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Values, Philosophy, and History, Leadership, Social Justice and Inclusion

Overview of Program & Learning Outcomes:

- Participants will be able to identify the significance of representation in Higher Education.
- Participants will be able to describe some of the challenges of representation in Higher Education.

The program will be a workshop with discussion questions for large and small groups. We will be using different forms of media to facilitate the discussion.

Well-Being at Columbia: Embracing a Shared Definition and Dimensions

Presenters: Padma Entsuah (*Associate Director, Alice! Health Promotion*), Alicia Czachowski (*Senior Executive Director, Alice! Health Promotion*)

Program Type: General Session

Program Abstract: There are a lot of different terms used to discuss student health—health, wellness, well-being, etc. In the field of college health, there is a shift to focus on the more holistic and individually informed term well-being. During this session participants will learn about the process Columbia University went through to create a campus-specific definition and dimensions of well-being, the importance of having a shared understanding of what well-being means for the Columbia community, and examples of how the definitions and dimensions have been applied across campus. Participants will leave the session with ideas for how they can incorporate the dimensions into their work and resources for supporting student well-being.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Assessment, Evaluation, and Research, Leadership, Social Justice, and Inclusion

Overview of Program & Learning Outcomes: By the end of the session, participants will be able to:

- Describe the process for creating the Columbia University well-being definition and dimensions.
- Identify the seven dimensions of the well-being at Columbia.
- Discuss strategies for applying the well-being definition and dimensions in their work.

Think-a-Thon Panel Discussion: Developing a Global Career Ready Workforce through Experiential Collaboration

Presenters: Nicole Arndt (*Assistant Director of Industry Relations, Career Design Lab, SPS*) & Diane Spizzirro (*Director, Career Education & Development, Career Design Lab, SPS*)

Program Type: General Session

Program Abstract: Engage in a panel discussion to hear how a cross-functional collaboration provided an opportunity for students and alumni to demonstrate proficiencies in the 8 NACE Career Readiness Competencies. This Think-a-Thon Challenge invited teams to think critically about solutions to real-world problems and present their solutions in a live competition.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Leadership, Social Justice and Inclusion, Student Learning and Development

Overview of Program & Learning Outcomes:

- Gain knowledge of how to use an innovative process to develop students with an entrepreneurial mindset, hard and soft skills, and a community of practice reflecting the NACE competencies.
- Engage with panelists to identify the ways in which this kind of challenge can be developed at different institutions.
- Recognize collaborative efforts needed to successfully implement global partnerships.

In the start of COVID 2020, we were seeing unprecedented challenges and a volatile job market. The problem statement that we were trying to address was how do we showcase our students' skill sets to demonstrate to employers that our students are well prepared to meet the marketplace? In order to address these challenges and help to prepare our students to be career ready, we joined forces with the United Nations International Computing Centre (UNICC). Now in its third year of collaboration, students and alumni have been invited to engage their entrepreneurial and design thinking skills while developing and showcasing the 8 NACE Career Readiness Competencies.

In this panel discussion, you will hear how the Think-a-Thon Challenge was designed to bring together a cross-functional collaboration from academia, industry, technology, United Nations experts, and domestic and international university partners to create opportunities for students to think through digital solutions with a focus to solve societal problems. This collaboration brought together students, alumni, and global connections to think critically about real-world problems that help advance the United Nations 17 Sustainable Goals.

Leading with Empathy

Presenters: Josh Alexander (*Director, Student Conduct, CSSI*), Claudia Marin Andrade (*Associate Vice President, CSSI*)

Program Type: General Session

Program Abstract: This presentation explores how leaders today can take action toward understanding their staff, and providing leadership outside of a "one size fits all" approach through compassionate empathy.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Personal and Ethical Foundations, Leadership, Social Justice and Inclusion

Overview of Program & Learning Outcomes:

- Identify strategies for leading with empathy
- Reflect on their own leadership style
- Develop a supervision philosophy to incorporate these practices.

Part-Time Students, Full-Time Staff: Reconciling Identities

Presenters: Antonia Forika (*Program Manager, University Life*)

Program Type: General Session

Program Abstract: Utilizing the resources of this amazing research university, many staff members take advantage of tuition remission and enroll in classes, while working their full-time staff role. Adding a part-time course load to an already busy schedule can be a daunting experience, especially for those of us who have not taken classes in quite a while. In this presentation, we will share tools, tips and tricks that have helped these full time staff members that are also students. After learning about these tools, they can be shared with students as part of your professional role or personally utilized. We will also be sharing answers to commonly asked questions such as "Can I be friends with my classmates if I am a staff member?" and "How do I ask for help from my supervisor when classes and work become overwhelming?"

Target Audience: New/Entry-Level Professionals, Mid-Level Managers

Competencies: Personal and Ethical Foundations, Technology, Student Learning and Development

Overview of Program & Learning Outcomes:

- Identify three different technological tools that assist with coursework
- Apply the tools to their own lives, as well as share them with others

The Importance of Friendship During Graduate School

Presenters: Alana Crosby (*Associate Director of Graduate Student Life & Development, Teachers College*)

Program Type: General Session

Program Abstract: When you pictured making friends in graduate school, what were your expectations and were they fulfilled? Graduate students report that they struggle to form friendships during their studies, that they can feel lonely, and that they lack a sense of belonging. Join this session to learn more about what graduate students navigate as they look to form friendships, why friendship is important to them, and how we as student affairs professionals can support them in building these connections. We'll spend time reflecting on our own experiences in making friends during our graduate studies, as well as take a look at specific experiences of students through case studies. This session will cover graduate students as a whole, but will also highlight student-parents/caregivers, part-time students, career-changers, and students of color.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Advising and Supporting, Student Learning and Development

Overview of Program & Learning Outcomes: This program uses reflection activities, data sharing, case studies, and group discussion to dive into why building friendships and community is incredibly important for graduate students.

Attendees will leave this session being able to:

- Explain the challenges that graduate students navigate while forming friendships
- Formulate how friendships for graduate students are imperative for them and their experience with their academic program and the institution
- Assess how student affairs professionals can continue creating and maintaining ways for graduate students to form friendships.

Listening: How to Do It and Why It Matters

Presenters: Ixchel Rosal (*Senior AVP, Student Life, University Life*)

Program Type: General Session

Program Abstract: We often take our ability to listen for granted yet many of us rarely truly listen to others. In fact, when was the last time you felt truly listened to? And yet, listening, when done with intention, can have a transformative effect on relationships and job performance, as well as the climate and culture of organizations. Listening can also help us navigate difficult conversations with greater success and more effectively address critical situations. In this interactive workshop, we'll review the principles of active listening, assess our listening skills, practice listening to others and explore the ways that listening is an indispensable tool in creating more just and equitable learning and working environments.

Target Audience: New/Entry-Level Professionals

Competencies: Personal and Ethical Foundations, Leadership, Social Justice and Inclusion.

Overview of Program & Learning Outcomes:

- Understand the principles of active listening
- Assess current listening skills
- Integrate listening as tool in cultivating creating inclusion

Financial Wellness & Student Affairs: Your Students, iGrad, and You*

Presenters: Tristia Kayser (*Financial Aid Operations & Training Manager, Student Financial Services*)

Program Type: General Session

Program Abstract: There is a growing consensus that successful financial literacy efforts should foster improvement in individual financial well-being. In 2019, University Life partnered with Student al Services to offer Columbia students no-cost, lifetime access to iGrad, the University's financial literacy, and wellness education platform. iGrad provides personalized financial wellness education and tools that support increased knowledge of student- and consumer-centered financial topics such as debt and money management, budgeting, credit, investing, retirement, money mindfulness, and more.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers

Competencies: Advising and Supporting, Student Learning and Development, Financial Literacy, Student Success, Professional Development

Overview of Program & Learning Outcomes: This session will discuss how a financial wellness initiative partnership can create an ongoing dialogue that supports your students' financial well-being.

***Note:** This is an updated version of the presentation from 2021

Understanding and Supporting Multiracial Students in Higher Education

Presenters: Victoria Malaney-Brown (*Director of Academic Integrity, CC/SEAS*)

Program Type: General Session

Program Abstract: Higher education is at a crossroads. With the recent 2020 US Census, there will be even more popular and scholarly attention to the multiracial population, since it was only the third time in US history that the “two or more races” population has been counted. Recent estimates suggest that the multiracial population will continue to be one of the fastest-growing racial demographics in this country. What can higher education institutions do to further acknowledge and support the development of multiracial students on their campus? How can diversity, equity, and inclusion initiatives be inclusive of their multiple racialized identities? Multiracial students experience a distinct form of marginalization because of the in-between, or liminal, spaces they occupy. This session will share how to reexamine and reimagine multiracial scholarship, policy, and practice in higher education by focusing further on oppressions and institutional contexts. The presenter will provide new directions for practitioners when supporting and understanding the needs of multiracial students.

Target Audience: New/Entry-Level Professionals, Mid-Level Managers, Senior Student Affairs Officers

Competencies: Advising and Supporting, Social Justice and Inclusion, Student Learning and Development

Overview of Program & Learning Outcomes: This general session will provide an introduction to the context of the current multiracial population in higher education institutions and center best practices with research, policy, and practice to best support their development and needs as a multiple racialized population in higher education.

At the conclusion of this session, participants will:

- Be Introduced to Context of the Multiracial Population
- Understand Multiracial student needs (providing common definitions on this population and Census and Columbia demographics)
- Unpack how monoracism (Johnston & Nadal, 2010) and white supremacy (Feagin, 2012) impact the racialized experiences of multiracial students in educational environments (20 minutes)
- Participate in an Interactive Activity using best practice policy, research, and practice
- Commit to Support Multiracial Students on Campus & Closing

PLAN Program: New support program for graduate nursing students from low-resourced and disadvantaged environments

Presenters: Judy Wolfe (*Senior Associate Dean of Student Affairs, School of Nursing*)

Program Type: Panel Session

Program Abstract: In 2021, with a commitment to building a diverse nursing workforce and advancing health equity, Columbia University School of Nursing launched its Pathways to Leadership and Advancement in Nursing (PLAN) program to recruit, admit, support and graduate students from economically and environmentally low-resourced and disadvantage backgrounds. PLAN was designed to build a strong, centralized foundation for students that have historically not been provided the resources and support needed to excel and thrive. PLAN provides a "hub" for students by providing them with financial, academic, professional and emotional support. Students are awarded a scholarship, academic peer coaches, an alumni mentor, and access to school social worker from the very first week of classes. PLAN provides services without the student having to navigate and advocate for assistance among an already heavy academic workload, battling imposter syndrome, and getting acclimated to a new environment.

Target Audience: Mid-Level Managers, Senior Student Affairs Officers

Competencies: Advising and Supporting, Social Justice and Inclusion, Student Learning and Development

Overview of Program & Learning Outcomes:

- Understand the barriers and challenges faced by students from low-resourced and disadvantaged environments.
- Recognize what support for these students look like, meeting students where they are.
- Learn how to engage other departments in being active allies to this program.
- Create a PLAN with the resources you currently have at your individual school.