First Annual Celebrate HESA Conference

On May 3rd, HESAs reunited from near and far to reminisce, grow and join together to prepare for future change. UConn hosted the first annual Celebrate HESA conference, a collaborative effort between HESA, the Division of Student Affairs, UCSAA, and with the support of the UConn Alumni Association. The conference welcomed alumni, staff, faculty, as well as both current and future HESA students. This professional development opportunity provided a forum to address the immense changes (in terms of demographics, social media use, etc.) that are facing Higher Education institutions and student affairs professionals.

The conference featured a keynote speech and breakout technology tip session from social media expert, Ed Cabellon. Participants also engaged in conversations about the state of college mental health and individual change regarding the field. Current students, staff and alums weighed in on strategies for more information, check out: http://edcabellon.com/ @EdCabellon

Keynote Speaker: Ed Cabellon
Bridgewater State University

Event though we might not be aware of it, higher education professionals are constantly battling the invisible structures that construct our student affairs practice and limit our use of social media in the field: grades, classrooms, emails, how things have always been done, etc.

But Ed Cabellon questions allowing our desire to stay current dictate our choices and blindly jump on the technology bandwagon. Instead professionals should assess the needs of department and reach out where students desire interaction, not social media with which we feel most comfortable. Ed emphasizes the importance of understanding your digital identity and empowers professionals to build their professional brand using tools such as about.me, Twitter and LinkedIn.

In order to positively engage with students on social media, one needs to identify connections across campus for mutually beneficial opportunities. For example, team up with graphic design students to make your infographic analytics appealing.

No matter how connected one is online, Ed emphasizes the importance of not being distracted. Live in the moment! Turn off device notifications and devote your full attention to those right in front of you, whether they are students or loved ones.

“The most important thing is right in front of you”
Conference Reflections

“Without the relationship, there is nothing. It was great to support current students and connect with alumni, who both proved to me that HESA has a knack for recruiting trailblazers in higher education. I also realized that as much as I try to stay current independently, our program will always be able to teach us something.”

Nick Fahnders  
Class of 2013

“My experience and the people I had the opportunity to work with and learn from at UConn provided me with the foundation upon which I’ve built my career. I’m grateful for what the HESA Program and the Student Activities Programs Office taught me about being a student affairs professional.

The Celebrate HESA! conference was a great opportunity for current students and alumni to come together to explore current trends and issues within our field. I’m looking forward to finding ways that the new alumni council can engage our talented alums working all over the country with each other and the current cohorts in Storrs.”

Josh Brandfon  
Class of 2007  
UConn HESA Alumni President

“I thought the first HESA reunion was not only a wonderful idea, but superbly executed. It was great to reconnect with old friends, meet other colleagues and also get in some terrific professional development. I am certainly looking forward to the next reunion. Everyone who has gone through the HESA program has an undeniable bond; even if we never were in the program together, we share this unique and immersive learning experience. I think the program is very recognized in the field for producing professionals who have strong practical experience and knowledge of the theories that drive student affairs. I even recruited one to work for me - Tiago Machado, HESA Class of 2012 is now my Assistant Director!”

Adam Frank  
Class of 2009

“Tina Wiese Class of 2016

“I was thrilled to be invited to Celebrate HESA 2014 and am so happy I was able to attend. After working in the business world for almost six years since graduating college, the event was a perfect way for me to get back into the student affairs mind-set. The presentations were really interesting and fun! I was overwhelmed by how excited all the current students and alumni were to see me in attendance. I did not think I could be more excited about joining the HESA program this fall, but after attending Celebrate HESA 2014...I am!”

Tina Wiese  
Class of 2016
Technology Tips from Ed Cabellon

/awsUse analytics to support your use of social media!

- Ads.twitter.com
- Hashtracking.com
- SurveyMonkey or Qualtrics

/awsEvaluate if you should use a Facebook page or a group.

*You can’t make user pages as a department page—It’s a violation of Facebook terms.

/awsCheck out Twitter lists to maximize your networks.

/awsEvaluate if you should create a Twitter Handle or Hashtag.

/awsTweet your meeting minutes!

/awsImportance of unfriending—make a yearly purge!

/awsCreate a Social Media handbook for your department/institution!

/awsBitly gives you short and personalized links

*Data analysis of clicked links (can check if people read it)

/awsAbout.me—Create a personal blog.

/awsKlout—

*Determine users’ social media influence.

/awsGoogle+

* Broadcast trainings live or pre-recorded

*Give pre- and post-tests in order to evaluate student learning

Have you heard...

Pecha Kucha is a new presentation style that engages audiences in the most salient points of a topic and allows audience discussion to facilitate peer learning. The presenter has 6 minutes and 40 seconds to deliver 20 image-filled slides that automatically advance every 20 seconds.

Professionals deconstruct the invisible structures of typical presentations by not simply regurgitating information and engage audiences in deeper learning.

For more information, check out edcabella.com

Recommended Resources

“College Unbound”
Jeff Selingo (2013)

“It’s Complicated”
Danah Boyd (2014)

http://blog.reyjunco.com/
For more information about anything found in this newsletter, please direct questions to the Vice President of Internal Affairs, Caroline Green.
Email: caroline.green@uconn.edu
Telephone: 860-486-8402

A special shout out to the Conference planning committee. (L to R) Back: Brycen Waters ’15, Stacey Murdock ’12. Front: Jackie Lee ’15, Dr. Sue Saunders, Joey Kopriva ’14.

Dr. Michael Gilbert, Vice President of Student Affairs, shared an update on the Division and his thoughts after his first year at UConn.

**HESA Poster Session**

- The History of the Rainbow Center at UConn: An Oral and Written History Project
- First Generation Assessment
- The Building Blocks of Community
- Assessing the Value of the One Card at the University of Connecticut