Higher Education Case Managers Association

ANNUAL REPORT 2017-2018

HIGHER EDUCATION CASE MANAGERS ASSOCIATION

Edited by JJ Larson President, 2016-2018

HECMA LEADERSHIP TEAM 2017-2018

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> Angie Kneflin, Director of Communications & Marketing Xavier University

> > Nina Critz, Clinical Case Manager at Large James Madison University

Rachael Stark, Non-Clinical Case Manager at Large Temple University

The Annual Report was compiled and edited by JJ Larson with each Leadership Team member contributing their committee reports. [Link to current Leadership Team.]

TABLE OF CONTENTS

President's Perspective	2
Strategic Goals & Summary	3
Noteworthy	5
Finance	6
Membership & Recruitment	8
Training & Professional Development	14
Strategic Operations & Quality Improvement	21
Conferences & Special Events	27
Clinical Case Manager at-Large	31
Non-Clinical Case Manager at-Large	
Communication & Marketing	
Presidential Task Groups	40
Awards & Scholarships	40
Diversity and Inclusion	41
Scholarship Recipients	42
HECMA Annual Awards Recipients	43
Appendixes	
HECMA Mentorship Program Survey	46

PRESIDENT'S PERSPECTIVE

President's Perspective

It feels fitting that the journey to my final year coincided with the close of HECMA's first decade. We have traveled from first steps toward campus recovery through connecting as a fledgling case management community to the continued gathering for fellowship and sharing ideas to the creation of our association. I have had the honor of being part of the HECMA Leadership Team since the official inception of the association in 2012. It has been amazing to meet so many of you from across the country, either virtually or at various conferences and our Roundtable. Your aspirations, your contributions and our many conversations have shaped the vision which guided our Leadership Team's work and my role at the helm of our group.



When I became president in 2014, Leadership had no HECMA emails, the website had a few pages, our 2 membership surveys had not been published beyond RT presentations, and the library was still on the Google Consortium site. We had a shared vision of: ■ Expanding our web presence ■ Increasing our training offerings beyond the RT ■ Enhancing our foot print to grow our membership ■ Providing research based information and publications on best practices ■ Developing intentional relationships with peer associations ■ Growing our annual roundtable into an conference center venue off-campus. We have accomplished all of those!

I am excited to see where the next decade takes HECMA!

Peace, JJ Larson

Summary of Strategic Goals & Initiatives for 2017-18

Goal 1: Professional Development (Advanced Practice)

- Establish onboarding to field curriculum and advanced track
- Publish Evaluation Guidelines & Best Practice Recommendations
- Formalize Toolkit for HECMs

Goal 2: Professional Development (Clinical Case Management)

- Increase support and services for and targeting CCM
- LT licensure for provider status; for Webinars, RT's & Regional Drive-ins
- Establish community through discussion boards

Goal 3: Advancing Quality Control

- Publish membership Survey Results
- Finalize Ethical Guidelines & Standards of Care
- Revise Bylaws and put forth for member voting

Goal 4: Enhancing Regional Connection

- Develop/identify regional coordinators
- Identify regional drive-ins

Goal 5: Streamline/ Enhance Member Communication & Resource Access

- Establish blog post schedule (member profiles, 5 for Friday)
- Highlight committee projects, initiatives, activities
- Explore Library configuration and content management

Goal 6: Organizational Sustainability

- Create 2 to 3 year annual budget projections
- Enhance Membership and event management systems

Status of Strategic Goals & Initiatives

Goal 1: Professional Development (Advanced Practice)

We sought to offer a balance of topics for our 2 case management functional areas through expanded webinar and through this year's preconference programs.

Goal 2: Professional Development (Clinical Case Management)

In January 2018, HECMA moved to new forum that provides several key benefits.. In addition to more simplified administration and management, the system allows members to search and follow selected topics or categories. And we were able to initiate a discussion board topic areas focused on Clinical Case Management issues, needs, and trends. The CCM at-large further enhanced CCM community through establishing bi-monthly calls, enhanced mentorships and new CCM survey. At this time, HECMA has continued offering NASW CEs at the Roundtable. It is hoped to Moving into 2018, it will still be determined whether HECMA LT establishes additional provider statuses or avenues.

Goal 3: Advancing Quality Control

HECMA made significant strides in this areas with the revision and acceptance of revised bylaws in spring 2018 and the publication of the HECMA 2017 Membership Survey Analysis Report in summer 2017. The Ethical Guidelines & Standards of Care have not been completed but is anticipated to continue to be a training and development project in conjunction with the incoming president.

Goal 4: Enhancing Regional Connection

This goal was not achieved and will continue to move forward as an initiative with the incoming president and the Conference & Special Events Committee

Goal 5: Streamline and Enhance Member Communication & Resource Access

This did not get fully activated. Challenges include turnover in the Director of Communications position, transitioning social and technology oversight, and balancing changing focus and priorities,

Goal 6: Organizational Sustainability

Behind the scenes were able to implement a substantial change in our membership management and event registration system. It has continued to make various Leadership Team positions and related tasks function more easily; and we are still discovering all it can help us do.

NOTEWORTHY

- Major revision of Bylaws & Constitution accomplished
- 2 publications released summer 2017
- JJ was interviewed for ASCA Viewpoint podcast, aired October 2017
- Leadership Team had officer changes in Fall 2017
- Conferences: Lauren Strunk -- position filled by Jacqui Tisdale
- Communications: Jennifer Henkle -- position filled by Angie Kneflin
- Creation of new LT position which grew out of RT 2017 discussions and 2017-18 task force.. *Director for Diversity, Equity and Inclusion*.
- Council for the Advancement of Standards in Higher Education (CAS) accepted 2 proposals authored and submitted by our CAS council rep, Katherine Snyder
- Launched new scholarship opportunity for HECM
 Professionals & continued the Graduate Student Scholarship.
 Two awards were made in each category.





Director

Carrie Smith Community of Concern Director, University of Georgia Serving as Director of Finance 2017-2019

Accomplishments

HECMA began connecting QuickBooks to other electronic systems in order to streamline the invoicing process.

Challenges

HECMA continues to increase in membership, and thus, revenue has steadily increased. Moving forward in the next fiscal year, HECMA will be allocating substantial time to strategic budgeting in order to ensure that spending is aligned with member interests and organizational priorities.

Overview of Expenditures:

HECMA devoted substantial monies to growth of the annual conference, especially in light of the rapidly increasing membership. HECMA did so without any increase in membership dues or conference registration fees. In addition, HECMA conducted outreach to other professional organizations to expand awareness of the organization and ultimately to drive our membership numbers.



MEMBERSHIP AND RECRUITMENT



Director

Favorite Quote:

"Fair doesn't mean that everyone gets the same thing. Fair means that everyone gets what they need." Unknown

Therese Smith

Community of Concern Director, University of Kentucky Member of Committee since 2013. Serving as Director of Committee 2016-2018

What the Committee Has Meant To Me

As the outgoing Director for Membership and Recruitment I would like to state that it has been an honor and privilege to serve HECMA as a member of Leadership Team. The professional support and guidance that I have received from HECMA cannot be measured. Therefore, when I had the opportunity to give back in a more official capacity, I could not turn down the opportunity.

It has also been a great honor to work closely with a variety of HECMA members and develop deeper relationships with colleagues across the country (and beyond). I can't say thank you enough to those that encouraged me to run for a position on Leadership Team nor to the dedicated committee members that I have had the opportunity to work with these past few years. Although my time on Leadership Team is officially ending, I look forward to remaining an active HECMA member and joining committees or projects as time and interest permit.

Committee Description

The Membership and Recruitment Committee serves to coordinate national and membership recruitment. We work closely with other committees to manage communications, build relationships and ensure member needs are met.

Members of Committee

In 2017-2018 the Membership and Recruitment Committee was comprised of:

- John Cicchetti, Assistant Director of Student Support and Community Outreach at George Mason University, Member since 2017
- Emma Dovi, Senior Case Manager at Syracuse University, Member since 2013
- Sharon Howell, Assistant Dean of Students at University of St. Thomas, Member since 2013
- Michell Jaworski, Assistant Dean of Students/Case Manager at Washington St. University, Member since 2015
- Justin Kelley, Assistant Director for Residence Life and Student Support at Rutgers University, Member since 2017
- Justin Lafoon, Student Support Specialist at University of Arkansas, Little Rock, Member since 201y
- Tiffany Pendleton, Case Manager at University of Northern Colorado, Member since 2014
- Leslie Riley, Assistant Director University of Alabama at Birmingham, Member since 2013
- Jennifer Starks, Student Care Manager at Logan University, Member since 2016

Accomplishments

In the past year the Membership and Recruitment Committee has focused on assessing the "value" of HECMA membership and considering how we position membership structure for the ongoing growth of the field of Higher Education Case Management and HECMA specifically. Accomplishments in 2017-2018 include:

- Reviewing and comparing HECMA's membership structure, benefits, and pricing as compared to similar professional organizations;
- Creating and sending to HECMA's Leadership Team a list of recommendations (in order of suggested priority) re: HECMA structure and benefits with the goal of meeting the needs of current members while also positioning HECMA to handle increasing membership in the future.

Challenges

The only major challenges the Membership and Recruitment Committee has faced this year is one we all experience, *not enough time*. As with all HECMA leadership positions, we are volunteering our time in addition to our regular work duties. Therefore, we often experience delays as "real life" gets in the way. Despite that, the committee is proud of the work accomplished and is confident that the recommendations list sent to the Leadership Team was thorough and considerate. The Membership and Recruitment Committee is energized to be able to continue working in 2018-2019 to ensure that HECMA members receive the most benefit possible from their affiliation with HECMA.

MEMBERSHIP AND RECRUITMENT

Assessment & Data Analysis

As has been the pattern each year, HECMA continues to show significant growth among its membership. As of May 15, 2017 our membership was at 489. This was a percentage growth of 34% from the previous year. As of May 25[,] 2018 our membership is at 763. That is a 56% increase in membership from the previous year; our largest yet! June is always the busiest month for memberships (both new and renewal) so it is not a stretch to state that we will exceed 800 members by the time we meet together in Williamsburg for the Roundtable.

Our Membership is made up of individuals representing 42 states, Washington DC, Canada, and Caribbean Islands. Considering the record growth that HECMA is experiencing, in 2018-2019 the Membership and Recruitment Committee if focused on ensuring that membership processes and services are positioned to meet the needs of our membership and functioning effectively to offer appropriate customer service.



The chart below shows how HECMA members define the functional areas of their institutional roles.

Of HECMA's current members, 214 report holding some sort of professional licensure. The chart below outlines percentages of licenses.



In addition to our growth in individual memberships, HECMA has been able to continue engagement with corporate sponsors. We are excited to say that Tom Bennett and the **Recovery Division of Acadia Healthcare** has renewed their Gold Sponsorship for an additional year. As of this writing, we are also in communication with Center for Discovery regarding the renewal of their Silver Sponsorship.

Fiscal Information

As has been the pattern each year, HECMA continues to show significant growth among its membership. As of May 15, 2017 our membership was at 489. This was a percentage growth of 34% from the previous year. As of May 25[,] 2018 our membership is at 763. That is a 56% increase in membership from the previous year; our largest yet! June is always the busiest month for memberships (both new and renewal) so it is not a stretch to state that we will exceed 800 members by the time we meet together in Williamsburg for the Roundtable.

New Initiatives for 2018 and Beyond

Membership and Recruitment initiatives for 2018-2019include:

- Creation of/hiring an administrative position employed by HECMA
- Update, curate, and re-organize the HECMA member resource library
- Consider additional methods of membership to include the possibility of institutional memberships and the ability to transfer memberships within an institution.

Vision for 2018-2019

The Membership and Recruitment Committee continues to support HECMA's vision: *"HECMA is the preeminent professional organization for individuals that provide case management services within a post-secondary educational environment."*

The Membership and Recruitment Committee does this primarily by recruiting and maintaining members from a diverse body of IHE. Additionally, the Membership and Recruitment Committee will continue to work with the Leadership Team to ensure that membership benefits are consistent with costs associated with membership.

TRAINING AND PROFESSIONAL DEVELOPMENT



Director

Favorite Quote:

"If the world is cold, make it your business to build fires." - Horace Traubel

Katherine Snyder

Senior Assistant Dean of Students, University of Illinois at Urbana- Champaign Serving as Director of Committee 2016-2018. Past Membership Committee Member & past-Director of Membership & Conference (2015-2017)

What the Committee Has Meant To Me

HECMA has served as a professional home for me for eight years, and it's been an honor to try and give back to the association that has given me so much.

Committee Description

The Training and Development Committee is responsible for identifying the professional development needs of HECMA members, providing expertise in the areas of continuing education, professional competencies, standards, and professional development, and moving towards the implementation of CAS standards for case management, among others. These areas are critical for providing necessary support and training for case managers and in advancing the overall field of case management.

Members of Committee

In 2017-2018 the Training & Professional Development Committee included:

- Laurel Banks, Clinical Case Manager, University of North Carolina School of the Arts
- Sara Pratt Peacock, Assistant Dean for Student Advocacy and Intervention, Coastal Carolina University
- Soraiya Khamisa, Student Affairs Case Manager, University of California, San Diego
- Jennifer Fox, Residence Hall Director, University of Colorado, Boulder
- Samantha Mackenzie, Student Advocate, University of Louisville
- **Rebecca Rogge**, Assistant Dean of Students, University of Wisconsin, Stevens Point
- Kelley Woods-Johnson, Assistant Dean, Virginia Tech
- Anna Moreshead, Assistant Dean of Students, Boise State University
- Jamie Molnar, Assistant Director, SOCAT, University of South Florida, St. Petersburg
- Jennifer Henkle, Assistant Director, Community of Concern, University of Kentucky

Accomplishments

Without a doubt, the Training and Development Committee's two major accomplishments for the year were the approval of CAS proposals. Throughout the fall, we spent time writing a proposal for functional area standards for case management and a proposal for a cross-functional framework for behavioral intervention and threat assessment teams. Per CAS, a functional area is "a distinct grouping of activities, programs and services within higher education that can be differentiated from other groups by its purpose, mission, focus, policies, practices, TRAINING & PROFESSIONAL DEVELOPMENT

Accomplishments, continued

staff, budget, and professional interest and backgrounds of its practitioners" (Carretta, 2018). This is contrasted with that of a cross-functional team framework, which is "an approach for addressing emerging, evolving, and ongoing issues or topics from a multiand inter-disciplinary perspective through teams of higher education professionals from different fields or functional areas" (Carretta, 2018).

We submitted both proposals in January and they went through several rounds of approval, including the Standards Management committee, Governing board, and CAS council. Both were approved in April. Moving forward, CAS has charged two committees; one responsible for developing case management standards and one responsible for developing the cross-functional framework. HECMA is represented in this process by Katherine Snyder, who is chairing the committee developing the crossfunctional framework, and is serving on the committee developing case management standards.

Though the CAS proposals took significant time, the committee also worked to offer five webinars over the course of the year. Though we offered five in 2017-2018 compared to eight in 2016-2017, our total average registration numbers went up from 49.4 registrants per webinar (2016-2017) to 60.4 (2017-2018).

WEBINARS:

We are incredibly grateful to the following individuals who provided webinars to our members:

- Jaime Vinck, Sierra Tucson
- Michael Gaziano, Sierra Tucson
- Tena Moyer, Sierra Tucson
- Tom Bennett, Acadia Healthcare
- Rachael Stark, Temple University
- Nina Critz, James Madison University
- Mona Dugo, Northwestern University

- Paul Tongsri, North Carolina State University
- Amanda Turnley, Emerson College
- Ben Falter, San Jose State University
- Jamie Molnar, University of South Florida, St. Petersburg
- Amy Leach, University of North Carolina
- Elizabeth McIntyre, University of North Carolina

TRAINING & PROFESSIONAL DEVELOPMENT

Challenges

A major challenge this year was the transition from a listserv based communication system to that of message boards. Although message boards are more efficient, they rely on people to actively subscribe to certain boards or intentionally check them. As such advertising webinars via message board is hit or miss in effectiveness. The committee will need to determine a better way to announce details of professional development opportunities without overwhelming inboxes with direct messages from the association.

A second challenge was the time commitment required by service to the CAS Council. This year, the CAS representative was also the Training and Development Director. In addition to managing the Training and Development Committee, the CAS rep served on several CAS committees. As a result, some projects for both HECMA and CAS were not completed to the standards that we would prefer. Moving forward, these positions will be separated. This will allow the person in each role to fully focus on one area.

Fiscal Information

The Director of Training and Development travelled to the CAS Board Meeting in Washington DC to represent HECMA and our role on the Council. This once per year travel is part of our commitment to CAS as a member organization. The total cost for travel this year was approximately \$1,200 and included flight, hotel, airport shuttle, and per diem.

Assessment & Data Analysis

HECMA began offering webinars in the fall of 2016. Since that time, we've been pleased to offer 13 webinars at no charge to HECMA members. Below, please find a chart outlining the date of the webinar, the topic, how many people registered, how many actually attended the webinar, the conversion rate of registration to attendance, and our averages.

Date	Торіс	Registrants	Attendees	Conversion
10/27/2016	Maxient for case management	71	53	75%
12/2/2016	Individual and group therapeutic	23	17	74%
	interventions with high risk clients			
12/15/2016	Evaluating case management programs	60	34	57%
1/25/2017	Assessing student learning through	57	40	70%
	medical withdrawal and reinstatement			
2/22/2017	Leadership team elections	7	3	43%
3/31/2017	Advocate for case management	29	18	62%
5/25/2017	Making the most of parental involvement	76	55	72%
6/2/2017	Student conduct basics	72	40	55%
10/6/2017	Family healing strategies	47	24	51%
11/6/2017	Case management 101	72	54	75%
1/26/2018	A review of case management in higher	71	42	60%
	education			
2/23/2018	HECMA assessment cookbook	79	45	57%
5/25/2018	Tightening up the referral process	33	19	58%
Averages		53.6	34.2	62%

Our registration numbers range from a low of 7 to a high of 79, and our attendance reflects of similarly wide range of 3 to 55. On average over 13 webinars, 53 people register and 34 attend, yielding a 62% follow-through. Comparing years, our total average registration numbers went up from 49.4 registrants per webinar (2016-2017) to 60.4 (2017-2018).

TRAINING & PROFESSIONAL DEVELOPMENT

Assessment & Data Analysis, continued

HECMA moved from a listserv to a message board system this year. As a result, the May 2018 webinar was posted to the message board but if members did not check or see the post, they would not have known about the webinar. I believe this issue impacted registration numbers for this webinar in particular. The Training and Development committee will need to determine a better way to advertise webinars moving forward in order to ensure that a larger number of HECMA members have access to the information.

The Training and Development Committee should also work to increase the conversion rate. A true benefit of calling in for a live webinar vs. watching a recorded version is that you are able to ask questions of the presenters. HECMA members who register, but don't call in, miss out on this opportunity to engage with the presenters.

New Initiatives for 2018 and Beyond

I am hopeful that the committee will be able to finalize ethical standards for the association. This project was started by Makenzie Schliemann and Julia Jacobs-Phillips and will be an incredibly important task for the 2018-2019 year.

The committee also hopes to develop, finalize, and implement a certification program for case managers. This will be done in consultation with the President and appropriate HECMA committees. Such a certificate will solidify HECMA as the preeminent professional organization for individuals that provide case management services, and will offer the field a substantial and meaningful way to demonstrate ones knowledge, skills, and experiences. TRAINING & PROFESSIONAL DEVELOPMENT

Vision for 2018-2019

I hope that the committee will move forward on the two new/recurring initiatives listed above, as well as continue the webinar series with some new energy and ideas.

CAS standards for case management and a cross-functional framework for behavioral intervention and threat assessment teams will also lead to new areas for HECMA to grow and formalize its role in the field of higher education professional organizations. These projects will impact the landscape of higher education, further supporting HECMA's vision to be the preeminent professional organization for case managers.



Favorite Quote:

"A good laugh and a long sleep are the two best cures for anything" - Irish Proverb

Worry is a misuse of imagination.

Director

Mona Dugo

Senior Assistant Dean of Students, Northwestern University Serving as Director of Committee 2017-2019. Past Quality Improvement Committee Member (2015-2017)

What the Committee Has Meant To Me

I feel honored to have served on this committee in the past and now lead the committee as the chair. Besides the collegial relationships I have built through working on long term and challenging projects, I have learned an enormous amount about the many ways to practice case management at different institutions of higher education. Working on the biennial survey allowed me see a broad spectrum of policies and practices, talk with colleagues around the country and learn from the collective wisdom of the HECMA membership. The members of the committee have each invested an enormous amount of time and energy in or various projects, and I am grateful for their hard work and dedication.

Committee Description

The Strategic Operations and Quality Improvement Committee's primary responsibility is to provide support for HECMA's strategic goals and objectives. Using assessment and data, the committee created reports to help the organization develop practice standards and recommendations in the field of case management.

Members of Committee

In 2017-2018 the Strategic Operations and Quality Improvement Committee was comprised of:

- Ben Falter, Senior Student Affairs Case Manager, San Jose State University
- Amanda Turnley, Director of Assessment, Care and Case Management, Emerson College
- Beth Schneider, Art Institute of Chicago
- Meghan Finn, Care & Referral Coordinator, Northwestern University
- Paul Tongsri, Student Behavioral Case Manager, North Carolina State University

Accomplishments

During the past year, the committee has worked on three major projects:

- 1. Biennial survey report and presentation
- 2. Emergency Fund distribution survey and report
- 3. Clinical Case manager survey and report

During 2016-2017 the committee launched the biennial membership survey, which was presented at the 2017 Round Table in Denver. Following the RoundTable, the committee produced a 55 page report of the data which included analysis, benchmarking and practice recommendations for HECMA members. The survey report was complete in August of 2017 and made available to all members. The survey results were also presented at the annual NaBITA conference in November of 2017.

Accomplishments, continued

In February 2018 the committee launched a survey to members regarding policies and processes around **emergency fund distribution** at institutions of higher education. As issues of food insecurity, homelessness and other emergency needs receive national attention among higher education communities, questions about distribution of funds began to appear on the HECMA list serve. The goal of this particular survey is to help case manages look at common practices around the actual distribution of emergency loans and grants. Committee members have collaborated with a subgroup of NASPA leaders to compare data. The subgroup continues to prepare a report for HECMA members, which will become available to members in late summer.

In May 2018 the committee worked with the Clinical Case Manager at large to develop a **quantitative survey with multiple qualitative questions geared towards clinical case managers**. The clinical case management group developed a standard job description for roles in counseling centers in institutions of higher education. This survey questions attempt to establish some common practices among the clinical case managers as well as identify some of the challenges of the role. While data analysis is on-going, preliminary results suggest some common challenges faced by the clinical positions as well as standardization of some functions of the role.

In addition to the three major projects, the committee developed **publication guidelines for HECMA**. The guidelines provide a process for review, feedback and distribution to members of any written reports and provide some consistency of stylistic guidelines.

Challenges

Historically the Strategic Operations Committee has engaged large and complex projects that take time, dedication and attention to detail over multiple months. Consistent with past annual reports from chairs of this committee, it was difficult to hold consistent meetings in which members of the committee were all free to engage. Given the crisis nature of case management, it was hard to convene regular and wellattended meetings. That said, the committee members individually and in small groups produced data that will continue to develop and inform this growing field. In addition, regular committee meetings started later in the year for multiple reasons. The committee chair wanted to establish some publication guidelines before undergoing additional projects. Finally, a couple of the committee members left the group because of changes in their institution positions.

Assessment and Data Analysis

Over the past two years, the Strategic Operations committee has collected data by surveying members on various policies, practices, job functions and responsibilities, demographics, ethical concerns and self-care practices. Data has pointed to some key challenges in the field of higher education case management. While the individual reports summarize the key data, some specific trends have emerged that HECMA should continue to address:

- HECMA should continue to be a voice for addressing the lack of diversity in the field of case management. Current data suggests that Case Managers do not reflect the diversity of institutions of higher education.
- Case managers experience scope creep and become the catch all for institutions. HECMA should continue to support the organizational structure and job descriptions of case managers who are at risk for burn out.
- Clinical case manager roles generally encompass all of the roles and responsibilities of counseling staff in campus counseling centers with the additional responsibilities of case management. Clinical case mangers report difficulty managing all of the demands of this position and need support to advocate for some boundaries around this important role.

Assessment and Data Analysis, continued

- The role of case managers in Title IX concerns has become critical, though creates some ethical concerns for some in this role.
- Case managers are crucial to emergency fund distribution on their campuses and play roles from assessing needs, making recommendations, managing funds and coordinating services for students who experience food insecurity, homelessness and other financial concerns.

Fiscal Information

The committee requested funds to help one of the members of the biennial survey team and author of the 2017 HECMA Membership Survey & Analysis Report travel to NaBITA in San Antonio Texas to present the data at the HECMA sponsored presentation. Because this committee member is from California, his institution was unable to support travel to the state of Texas. HECMA funded him for airfare and hotel, which amounted to \$813.62. To support use of the HECMA funds, this member presented at the conference and staffed the HECMA table at NaBITA.

New Initiatives and beyond

As the Strategic Operations committee has collected multiple sources of data, I would like to see the committee look at past projects (including the initial HECMA survey in 2012 through the 2017 survey) and look at trends over time.

In the next year, HECMA will contract with Campus Labs to establish use of Baseline for all future surveys, allowing for the surveys and data to be stored in one location for future committees.

In addition, there are some past projects such as the rubric created by Paul Tongsri that still need some attention and exploration.

Vision for 2018-2019

In the next year, the committee will undertake the biennial survey. With HECMA membership over 700 now, we expect that the survey will take much of the committee's time. This survey provides an opportunity to examine data trends and provide some guidance to the HECMA leadership team on a long-term strategic vision for this growing organization.

As the field continues to grow and HECMA's membership explodes, the Strategic Operations committee is well positioned to make recommendations to the leadership team and membership around key issues affecting case managers in higher education and hopefully provide some guidance and direction around the responsibilities of the role.

In addition, there are some past projects such as the rubric created by Paul Tongsri that still need some attention and exploration.

CONFERENCES & SPECIAL EVENTS



Vice President

Favorite Quote:

"If it doesn't challenge you, it doesn't change you." - Fred Devito

Jacqui Tisdale, PhD.

Assistant Director, Outreach and Intervention, University of Rhode Island Serving as director of Committee 2018-2019. Past Conferences & Special Events Committee Member (2016-2018)

What the Committee Has Meant To Me

Stepping into an interim term while moving from campus venues to a conference center was initially a daunting challenge! Working with folks from across the country, with different backgrounds, years of experience, and who have a passion for Higher Education Case Management (HECM) has made this a great year! Everyone worked very hard and came together as a family.

CONFERENCES & SPECIAL EVENTS

Committee Description

The Conference Committee aims to support the networking and professional development needs of HECMA members through the coordination of the annual conference and collaboration on special events, regional drive-ins, and state meetings.

Members of Committee

- Cristina A. Battle, Syracuse University
- John B. Caldora, University of Kentucky
- Christine Ferguson, William & Mary
- Katherine Hettinger, Auburn University
- Sarah M. Kaminski, University of Arkansas
- Samantha MacKenzie, University of Louisville
- Amber Miller, Loyola University Chicago
- Tyrone E. Reese, Syracuse University
- Nicole Thomas, University of Kentucky

Accomplishments

- Moved the Roundtable into a professional conference facility for the 10th conference
- Coordinated the largest HECMA Roundtable to date with 251 attendees
- Expanded keynotes to include opening and closing keynote addresses
- Offered two advanced-track pre-conference sessions (Leveling Up the Leadership Pipeline, Shaping the Future of Your BIT)
- Secured and announced location of 2019 Roundtable during the conference, to assist with future planning
- Awarded two Graduate Student and two professional Conference Scholarships

CONFERENCES & SPECIAL EVENTS

Challenges

Unknown expenses moving into a conference center resulted in being over-budget, despite HECMA having the funds to cover the additional costs.

Communications and marketing director limbo created significant additional work related to the marketing aspects of the conference.

Fiscal Information:

RT Overall Expenses	\$ 78,060.81
Registration Revenue	\$ 56,020.00
Sponsorship Revenue	\$ 2,500.00
Total Cost After Revenue	\$-19,540.00

New Initiatives for 2018 and Beyond

As a volunteer team that is larger than ever before, Conferences & Special Events will work with regional representatives to create regional drive-ins and/or state specific workshops to assist our full membership throughout the year.

Vendor sponsorships will allow HECMA to host mini-institutes for senior leadership seeking to establish HECM positions on their campuses.

Regional representatives will be able to report out trends and updates from their areas during regional roundtables, in addition to discussions taking place among geographically similar colleagues.

Vision for 2018-2019

The following tracks – Non-Clinical Case Management (NCCM) and Clinical Case Management (CCM) – will be embedded throughout the conference, beginning with pre-conferences:

- new CM (<1.5 years)
- mid-level CM (2-4 years)
- advanced (5+ years)

Each track will have session types that pertain to the level of experience and needs identified by these groups from the previous two post-roundtable surveys.

CLINICAL CASE MANAGER AT-LARGE



Favorite Quote:

"Not all of us can do great things. But we can do small things with great love." - Mother Teresa

Clinical Case Manager At-Large

Nina Critz, MS, LPC

Licensed Professional Counselor, Case Manager, and LPC Training Co-Coordinator, James Madison University Serving as Director of Committee 2018-2019. Past Member of the Membership and Conference Committee (2012-2015)

What the Committee Has Meant To Me

The support and community that HECMA has provided to me has been so meaningful, it has been an honor to serve at the Clinical Case Manager at – Large for the past 3 years. I look forward to continued involvement with HECMA and am happy to be a support and resource to any of our Clinical Case Management members!

CLINICAL CASE MANAGER AT-LARGE

Committee Description

The Clinical Case Manager at-Large (CCM) provide a liaison support between the members and Leadership Team and ensure that Clinical Case Manager's needs are met by the Leadership Team. The CCM assists Leadership Team in identifying webinar and conference topics that are more relevant to those serving in the clinical settings. The At-Large Case Managers provide support in welcoming new members and guidance to current members about ways to become involved in HECMA, how to access HECMA resources, and answer procedural and policy questions. This role also includes connecting new SACMs with seasoned ones through the Mentorship Program.

Members of Committee

- Christine Ferguson, LPC; Mental Health Services Coordinator, William & Mary, HECMA member since 2013
- Amy Leach, LCSW; Referral Coordinator and Clinical Social Worker, University of North Carolina at Chapel Hill, HECMA member since 2013
- Elizabeth McIntyre, LCSW; Referral Coordinator and Clinical Social Worker, University of North Carolina at Chapel Hill, HECMA member since 2013

Accomplishments

This year the Non Clinical Case Manager at Large (NCCM) and the Clinical Case Manager at Large (CCM) provided leadership to the overall organization through the sending of welcome messages to new members, creating standardized position descriptions for both the clinical and non-clinical CM roles that were posted in the HECMA library, responding to messages from constituents via email, improving the content of clinical resources available in the HECMA library, and we improved the mentorship program. Some of the improvements made to the Mentorship program are: This year mentorship pairs will be provided with a welcome packet at the annual roundtable. Mentorship Program participants will be encouraged to meet during the

CLINICAL CASE MANAGER AT-LARGE

Accomplishments, continued

conference and plan out additional meetings throughout the academic year. The At-Large Case Managers will send email reminders and prompts for conversation through the academic year. These changes are based on feedback from Mentorship survey. In addition to creating and presenting a Fall CM 101 webinar, we also worked with the Director of Training & Professional Development to create and offer a 3 hour Pre-Conference introducing new HECMA members to the Higher Education Case Management and HECMA.

This year the CCM established "Clinical First Friday" video discussions. We used "Go To Meeting" for the platform. This provided an opportunity for Clinical Case Managers to gather remotely once a month in an effort to build community, support, and consultation. The discussion topics were generated by the members present for the video discussion and varied from "how to transition from community mental health" to case conceptualizations.

The "Clinical Focus Group" was created during this past year; we scheduled and met for phone conversations every few months. During these conversation the group identified areas to foster greater support for Clinical Case Managers within HECMA. The group began a project of establishing baseline practices for Clinical Case Managers. To that end we worked with the Director of Operations & Strategic Planning to create a Clinical survey. The results from this survey will be used to propose baseline practices for Clinical Case Managers.

Challenges

There are so many more projects that the NCCM and the CCM wanted to work on but simply did not have the time to do. It is often very challenging to balance the responsibilities of a full time job in addition to HECMA responsibilities.

Assessment and Data Analysis

Please see Appendix 1, HECMA Mentorship Program Survey for results from Mentorship survey.

Fiscal Information

There is currently no budget for the At-Large Case Managers, however, future Leadership Team budget planning may warrant discussions around need for a budget for the At-Large Case Manager; it is desirable to offer incentives for members of the Mentorship program.

New Initiatives 2018 and beyond

In addition to continuing "Clinical First Fridays" and the "Clinical Focus Group" there may be value in establishing additional means for the Clinical members of HECMA to identify and communicate needs to HECMA in order to ensure that the organization is adequately meeting the needs of the Clinical members. It is also important to establish ways in which Clinical Case Management can be supported through CAS standards.

VISION for 2018-2019

Next steps for the CCM area are to continue to build out the mentorship program. We advanced this program already for the upcoming roundtable, to ensure that it is a robust opportunity that members have at their disposal. It will be important to include in the welcome messages to new members, all the upcoming opportunities for connection around the field and within HECMA and to ensure their awareness of these events. Finally, the establishment of HECMA endorsed Clinical Case Management baseline practices and acknowledgement of Clinical Case Management through CAS.
NON-CLINICAL CASE MANAGER AT-LARGE



Favorite Quote:

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou

Clinical Case Manager At-Large

Rachael Stark, PhD.

Senior Associate Dean of Students, Temple University Serving as Director of Committee 2017-2019. Past Member of the Membership and Conference Committee (2013-2014)

Committee Description

The Non-Clinical Case Manager at Large (NCCM) role was created to help ensure the non-clinical CM voice had an advocate in Leadership as well as to provide us with valuable insight into the trends and changing needs of that portion of our membership. This role may also include connecting new SACMs with seasoned ones and assisting us in identifying webinar and conference topics that are more relevant to those serving in the non-clinical campus settings.

NON-CLINICAL CASE MANAGER AT-LARGE

Accomplishments

This year the NCCM and the Clinical Case Manager at Large (CCM) provided leadership to the overall organization through welcome messages to new members, creating standardized position descriptions for both the clinical and non-clinical CM roles that were posted in the HECMA library, responding to messages from constituents via email and we improved the mentorship program. This year mentorship pairs will be provided with a welcome packet at the annual roundtable. They will be encouraged to meet during the conference and plan out additional meetings throughout the academic year.

Challenges

The largest challenge faced is simply lack of orientation to the role. I am thankful that this leadership position came with a partnership with the CCM. I am unsure what my experience would have been like without Nina's guidance. There is much more that this role can be working on and it will be good to model some of those initiatives off of what the clinical CM group is doing.

Assessment and Data Analysis

The Case Managers at Large decided to assess the mentorship participants this past academic year. There were 17 respondents to our survey, 10 mentors and 7 mentees. Please see Appendix *HECMA Mentorship Program Survey* for responses.

NON-CLINICAL CASE MANAGER AT-LARGE

New Initiatives 2018 and beyond

For the upcoming year, it will be great to work with the new CCM and to continue the collaboration around the mentorship program. Ideally, I would like to institute something similar to the clinical group's "First Friday" meetings for non-clinical CMs. There is value with asking your community about struggles that you may be experiencing in your role. The great thing about HECMA is that while you may be an office of one at your institution, you have a community of other HECMs that you can turn to. I would like to do more to establish a community of support for the NCCM group.

VISION for 2018-2019

Next steps for the NCCM area are to continue to build out the mentorship program. We advanced this program already for the upcoming roundtable, but to ensure that it is a robust opportunity that members have at their disposal. It will be important to include in the welcome messages to new members, all the upcoming opportunities for connection around the field and within HECMA and to ensure their awareness of these events. Finally, the establishment of a community of support no NCCMs within HECMA so that it remains the preeminent professional organization for individuals that provide case management services within a post-secondary educational environment.

COMMUNICATION & MARKETING

Director – Spring 2018

Angie Kneflin

Licensed Professional Counselor, Case Manager, and LPC Training Co-Coordinator, James Madison University Serving as Director of Committee 2018-2019. Past Member of the Membership and Conference Committee (2012-2015)

Committee Description

The Communications and Marketing Committee is responsible for maintaining HECMA's online presence, including the website and social media, through identifying relevant topics to share and finding individuals to contribute to the HECMA Blog. Additionally, the committee develops and disseminates marketing and outreach materials for special events and the organization as a whole.

Accomplishments

This year the Communication & Marketing area expanded HECMA's use of the technology to manage the discussion board, membership payment, and roundtable registration. The Communications & Marketing area organized our exhibitor table at NaBITA 2017 in San Antonio, which was staff by many HECMA members atte4nding the Conference. Our new Director represented HECMA as an invited exhibitor at the ASCA's Annual Conference in February 2018 held in Jacksonville, Florida. Marketing expanded its material with updated brochures and promotional items, which included the addition of a pocket first aid kit. Additionally, the Communications area kept up the use of Twitter, especially when members were attending various conferences and events.

COMMUNICATION & MARKETING

Challenges

The position in Communications and Marketing has been an area that has struggled at times. Both from shifting responsibilities and external demands for the individual in the position and in balancing of the work of the Director and that of a President who, perhaps due to early role in association's technology development, was overly engaged. Further challenges included ensuring that publications and documents in the library are current and appropriately credited or cited when used by members as well as ensuring that the older material is archived in some way.

Vision for 2018-2019

Continue to move forward and develop HECMA from the outside by better reflecting the amazing members and the value of the organization as a whole.

PRESIDENTIAL TASK GROUPS

Presidential Task Groups

HECMA Bylaws, Article II, Section 5:

The president shall establish or dissolve special ad-hoc task forces, with the advice and consent of the Leadership Team to sustain the functions of the Association. Ad hoc task force chairs may be selected from the general membership, subject to approval of the Leadership Team. Each director/task force chair may establish their group membership from the general membership.

Awards & Scholarships

The Awards & Scholarships Task Force is in its third year with individuals drawn from past Leadership Team members, active committee members and association members seeking greater involvement. This year a new scholarship opportunity was added for review and consideration.

TASK FORCE MEMBERS:

- Sarah Solomon, Syracuse University
- Samantha MacKenzie, University of Louisville
- Eddie St-Vil, Louisiana State University
- Aimee Polzin, Lewis and Clark College
- Brenda Anderson Wadley, University of Arizona*
 *(member was excused from reviews for awards/ scholarships in which she was nominated)

The Task Force was broken into the following reviewed nominations for the Graduate Student Scholarship, the HECM Professionals Scholarship, and all HECMA Awards.

RUBRIC

A new rubric was developed to aid in evaluating the nominations which included looking for information about the nominee's experiences, involvement in the field, leadership, initiatives, and benefit of scholarship to nominee.

PRESIDENTIAL TASK GROUPS

Diversity & Inclusion

During the 2017 Roundtable, the importance of addressing underrepresented groups and people of color in our field became increasingly evident, both through our own biannual HECMA Member Survey, the higher education landscape as a whole, and our cultural climate. While Leadership Team were seeking ways to promote HECMA and collaborate with associations that represented people of color and marginalized groups, various HECAM members were also having discussions about HECMA's role in advocacy for equity and inclusion. The LT asked Sean Joy (Gonzaga University) to lead a task group to explore best practice, outreach methods, and ways for HECMA to be more present in promoting diversity and inclusion in our work as a professional organization.

The Task Group membership included:

- Luis Balcazar, Care Manager, Purdue University
- Vincent Feliz, CARE Services Coordinator, Humboldt State University
- Emily Grady, Care Manager, Cleveland State University
- Angela Harris, Asst. Dean of Students and Case Manager (Non- Clinical)
- Angie Kneflin, Non-Clinical Case Manager, Xavier University
- Aisha Warner, Non-Clinical Case Manager, University of South Florida
- Sean Joy, Non-Clinical Case Manager, Gonzaga University

The recommendation from the group was the development of a new Leadership Team role and subsequent Committee. The purpose of this new Committee would be:

- to provide centralized support, education, and recommendations for the association.
- to advise the Leadership Team and HECMA members on matters related to diversity and inclusion.
- to provide tools to strengthen the Association's abilities to educate, program, and inform Case Managers on matters related to diversity, inclusion, and justice within higher education.

Overall, the Committee would be committed to serving the HECMA community on issues related and not limited to: race, gender, sex, orientation, religion, socioeconomic status, and varying abilities.

Upon review of the Recommendations, Leadership Team moved forward in updating the Bylaws to include a new Leadership Team position, Director for Diversity, Equity & Inclusion. More details about the role and responsibilities for this position can be found in <u>HECMA's Constitution & Bylaws</u>, revised February 2018, approved by membership March 3, 2018. This new Director position would be placed into the 2018 Leadership Team election cycle.

Graduate Student Scholarship Recipients



Laura Kirkland

Graduate Assistant, University of Houston "Although I had no plans of accepting a foundation year student, Laura's experience, skills and interest in higher education case management made me reconsider.."



Kayla Scott

Graduate Assistant, University of South Carolina "She has a passion for helping students in critical need, and the fortitude to make it happen."

HECM Professionals Scholarship Recipients



Brenda A. Wadley

Coordinator for Student Assistance, University of Arizona *"I am in awe of Brenda's dedication to social justice and her ability to ensure that the voices of those who are discriminated against and in positions of oppression are heard."*



Melanie McKoin

Case Manager, Student Assistance Services Texas A&M University "She is one of the most positive, encouraging, hardworking and responsible staff members in our entire division."

HECMA Annual Award Recipients

Becca Lopez

Outstanding Mid-level Professional

The HECMA Outstanding Mid-Level Professional award is intended to recognize a mid-level professional who has demonstrated excellence in the past year. Candidates for the award should demonstrate outstanding commitment to the case management profession, support, encouragement, and mentorship of colleagues (locally and nationally), effective advocacy and representation of case management on a national level, and support of, and active engagement in HECMA.

The nominator for the recipient of this year's Outstanding Mid-Level Professional award states this individual "has proven to be of the highest caliber in her work as a case manager" at the University of California, Berkeley. She has pioneered the work the University does to support students who are respondents to allegations of sexual assault and violence. Always willing to share her knowledge and insights, the recipient has presented at several national and regional conferences and co-authored an article for the Journal of Behavioral Intervention entitled *Student Affairs Profession Competency Areas as Applied to Case Management*. Congratulations to our 2018 HECMA Outstanding Mid-level Profession award recipient, Becca Lopez.

Kathryn Gould

Outstanding Clinical Case Manager

The HECMA Outstanding Clinical Case Manager award is intended to recognize a professional in the field of higher education clinical case management who has demonstrated excellence in the past year. Candidates for this award should be full-time employees and assigned primary responsibility in clinical case management, maintain licensure in their state, perform clinical duties, and be a current member of HECMA.

The recipient of this year's Outstanding Clinical Case Manager Award works collaboratively with the non-clinical case managers at the University of Kentucky, often providing a clinical point-of-view for difficult cases as well as information on privacy and legal requirements. This past year, the award recipient developed a Council on Social Work Education within the Master of Social Work program at UK to allow for more social workers to learn about the emerging field of case management in higher education. Her nominator states this individual is "smart, dedicated, and passionate in her field and role and is essential to how seamlessly our non-clinical office works with the counseling center to support students." Congratulations to the 2018 HECMA Outstanding Clinical Case Manager Award recipient, Kathryn Gould.

HECMA Annual Awards Recipients

Brenda Anderson Wadley Outstanding New Professional

The HECMA Outstanding New Professional award is intended to recognize a new professional in the field of higher education case management who has demonstrated excellence in the past year.

This recipient of this year's Outstanding New Professional award has already impacted the work we do. Aside from her work with students at the University of Arizona, this individual has joined several HECMA committees, including the initiative to develop CAS standards for our field, this person's ideas and insight have contributed to professionalize the field further. She demonstrates a passion for areas of research surrounding diversity and volunteers regularly in her community. Her nominator says the recipient "is an intelligent, passionate, and spirited higher education professional who provides outstanding support to the students with whom she works." Congratulations to the 2018 HECMA Outstanding New Professional Award Recipient, Brenda Anderson Wadley.

Kipp Van Dyke & Megan Van Heiden, Iowa State University Creative Collaboration: Institutional Impact Award

The HECMA Creative Collaboration: Institutional impact Award intended to recognize an institution that has implemented an outstanding and innovative practice or program related to higher education case management in the past year. The program must have been shown to have significant evidence-based impact on the institution.

The recipient of the 2018 HECMA Creative Collaboration Award is a collaborate effort between eight University Offices at Iowa State University: The Office of Student Assistance, the Student Health Center, Student Counseling Services, Medical Center, University Police, Local Police Department, LGBT Student Services, and the Dean of Students Office. After identifying a gap in care for students, where students were being hospitalized without the University's knowledge, these offices came together to provide a more seamless transition for care. With the goal of creating a process for students that streamline their reintegration to campus and/or assisting in pursuing necessary steps for their care, the creative collaboration between the aforementioned offices has improved the quality of care and support for all students. Congratulations to our 2018 HECMA Creative Collaboration Award Recipient, Kipp Van Dyke and Iowa State University.

HECMA 2018 Leadership Award Recipient



Nicola Mannetter Assistant Director for Case Management Center for Cura Personalis Gonzaga University

The HECMA Leadership Award was established to honor an individual whose professional accomplishments have made a significant impact on the field of higher education case management and whose character and work products have earned the respect and admiration of their professional colleagues.

"Throughout the past five years, Nicola Mannetter has been a pivotal force in engaging Gonzaga University's mission by providing holistic care to all students as the Assistant Director of Case Management within the Center for Cura Personalis (CCP)."

- S. Joy, Case Manager, CCP "While many of the past winners of this award were prominently in leadership roles within HECMA, there are quiet leaders who advance the field in ways that might not generate as much fan fair or public attention, but without whom, the depth and breadth of knowledge wouldn't expand. Nicola is one of those leaders."

- Jill Yashinsky-Wortman, Director, CCP



Appendix 1 HECMA Mentorship Program Survey, 2018

MENTOR RESPONSES:





Q11. Through participation in HECMA's Mentorship Program, please rate your level of agreement with the following statements: - This experience allowed me to help a new case manager better understand the expectations of their role.







Q13. Through participation in HECMA's Mentorship Program, please rate your level of agreement with the following statements: - I will continue the relationship with my mentee past the point of the formal HECMA program.







MENTEE RESPONSES:





Q4. Through participation in HECMA's Mentorship Program, please rate your level of agreement with the following statements: - This experience helped me to understand more about what HECMA offers on a national level.



Q5. Through participation in HECMA's Mentorship Program, please rate your level of agreement with the following statements: - I will continue to reach out to my mentor as a resource past the point of the formal HECMA program.



Q6. Through participation in HECMA's Mentorship Program, please rate your level of agreement with the following statements: - Overall, I felt supported by my mentor throughout the course of the academic year.



Open Ended Responses from both groups:

<u>Did you like the informal structure of the mentorship program or would you have appreciated</u> <u>more direction?</u>

- I appreciated the informal structure, but it may have been helpful to have email reminders encouraging us to reach out to our mentees.
- I appreciated the informal structure. It allowed for engaging at times of year that were more appropriate and spontaneous reach out.
- I liked the informal structure, but it could be helpful to have a guiding document of areas to cover.
- I love the open nature of the program but having an option for more direction or guided questions, etc. would be helpful for those who don't have talkative mentors or mentees!
- I think informal is good to a point. Mentees don't tend to enjoy an outreach just because they know their mentor got a prompt of "did you email them this month" BUT I think perhaps providing a tip sheet of things mentors can engaged in discussion points throughout a semester/pro develop might be helpful.
- I think that having an informal structure was helpful because it didn't put pressure on either my mentor or I to follow a set-plan. This allowed for flexibility and a more authentic connection to form. If you have to participants who are invested, I believe keeping the informal structure works.
- I think the informal structure allowed us to make time when it worked for us.
- I was lucky enough to have a mentor who was very proactive so the informal structure worked well for us.
- I would have appreciated more reminders. I connected with my mentor at the beginning of the year, but that was it. If there was an email that prompted us to connect more, I feel like we would have scheduled that time. However, without that, it slipped my mind and my mentor didn't reach out so we haven't talked all year.
- Informal
- Informal is fine
- Informal is fine.
- Maybe a hint more direction. Maybe some reminders emailed throughout the year to connect (as it is easy to have these types of check ins fall to the bottom of a "to do" list)
- more direction
- More direction. I never heard from my mentor and then lost the email as to who it was so I never heard from them and couldn't connect. Never even got started on this.

<u>Are there any other comments that you would like to share related to HECMA's mentorship</u> program? Please feel free to do so.

- [My Mentor] has always been there to support me and offer guidance during tough cases. I've appreciated knowing she cares and is invested in helping me grow as a professional in this field.
- My mentee never really responded. We exchanged a couple emails but we did not ever connect. I would participate again and I like the idea that was suggested about dedicated time at the roundtable to meet.
- My mentee was off of work for most of the year so we didn't speak much, hence my answers.
- N/A
- Nope.

51

52

Final Questions:

Do you think it is valuable for HECMA to continue the mentorship program?		
MENTOR	MENTEE	
100% yes	100% yes	

Would you like to participate again in the future?				
MENTOR	MENTEE			
100% yes	71.43% yes	28.57% no		

Would you like a time set aside in the Roundtable schedule to meet with your mentee/mentor?				
MENTOR		MENTEE		
80% yes	20% no	71.43% yes	28.57% no	









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Shared Resources. Collaborative Networking. Advancing Best Practice.