

Become a CIVSA Member



Are you looking to advance your career in the field of higher education and visitor services? We hope you will take a moment to learn how the Collegiate Information and Visitor Services Association (CIVSA) can serve you. This vibrant association aims to meet the needs of its members in a variety of visitor-related and information center positions on university campuses, two- to four-year colleges and community colleges throughout the nation.

Our Mission is to provide knowledge exchange, research and connections in an inviting arena that builds professional and personal relationships. As our field of visitor services continues to grow, CIVSA can help make your visit experience for guests, prospective students and their families better than ever!

Membership benefits include:

- Quarterly newsletters full of tips, strategies and valuable advice
- Opportunities to share information on training, best practices, your student workforce and motivational materials through CIVSA Regional Events
- Searchable database of more than 800 members and access to the association's email listserv
- Reduced registration fees for the Annual Conference and Student Development Institute
- Free monthly webinars addressing "best practices" facilitated by knowledgeable members and industry experts, quarterly regional webinar discussions on popular topics in our field and monthly book club discussions
- A listing of current positions available and sample job descriptions for career opportunities in the field of visitor services
- Access to a wealth of information through shared resources, including sample staff training manuals, tour confirmation letters and sample tour guide contracts

Whether you are just beginning your career or are a seasoned professional in higher education, becoming a CIVSA member will afford you the opportunity to share best practices, discover new challenges, build professional networks and advance your career in the field of information and visitor services!

Karlene
 Karlene Kunigiel
 CIVSA President-Elect
 Skidmore College

Meet "Civy"
 Hey CIVSA friends!

I'm starting my roadtrip to meet you at the 2016 Annual CIVSA Conference. Along the way, I would love to make an official visit to your school.

Make sure to check the CIVSA Facebook page to help plan my trip!

Can't wait to catch the waves with you in San Diego!



Four Schools to Visit



Point Loma Nazarene University

Founded in 1902, Point Loma Nazarene University (PLNU) is a Christian liberal arts college. PLNU serves 2,300 undergraduates and over 1,000 postgraduates. In addition to more than 60 undergraduate areas of study, students are well positioned to experience PLNU's outdoor leadership program, surf after class and serve in student-led ministries.



University of California, San Diego

University of California, San Diego (UCSD) is a public research university home to nearly 25,000 undergraduates and over 6,500 graduate students. Recognized as one of the top 15 research universities in the world, UCSD offers programs in six undergraduate colleges, five academic divisions and five graduate and professional schools.



San Diego State University

The oldest and largest higher education institution in the San Diego region, San Diego State University (SDSU) educates over 28,300 undergraduates and 4,300 postgraduates. SDSU has completed facilities of more than \$430 million in value in the past ten years to provide students greater opportunities to research in a modern learning environment.



University of San Diego

A private Roman Catholic university, the University of San Diego offers over 40 baccalaureate degrees and programs in law and nursing, among others. The university's 5,700 undergraduates and 1,700 postgraduates study at Alcalá Park, which sits atop the edge of a mesa overlooking Mission Bay and other parts of San Diego.

Getting to San Diego

Discover San Diego

Within walking distance of Loews Coronado Bay Resort you can explore the natural wonder of the Pacific Ocean at **Silver Strand State Beach**. Our beautiful hotel is minutes from the charming **Coronado Village**, a mile-long main street with dozens of shops, boutiques and restaurants.

The resort provides a complimentary shuttle service to downtown Coronado, which operates from 9 a.m. to 9 p.m. and leaves the hotel every hour on the hour. You can also enjoy a 15-minute ride across the bay to **Broadway Pier**, downtown San Diego and the famed **Gaslamp District** – 16 walkable blocks featuring some of the finest restaurants, pubs, nightclubs, retail shops, theaters and art galleries. Finally, the resort is just a short drive from numerous attractions such as **Petco Park**, the **San Diego Zoo** and multiple golf courses.

The hotel concierge is available to make any customized recommendations based on the experience you are looking for or additional questions you may have. Learn more about San Diego at www.sandiego.org to maximize your time at the Annual Conference.

Conference Registration Prices

	Member	Non-Member
NOV 1 - JAN 31	\$375	\$525
FEB 1 - FEB 29	\$475	\$625
MAR 1 - MAY 1	\$525	\$650

For more information, visit www.civsa.org/2016-conference

SuperShuttle Service

SuperShuttle is the official shuttle service provided for the San Diego airport. SuperShuttle is pleased to provide a special rate of \$28/per person, round trip for CIVSA conference guests traveling to and from the host hotel. Make your reservations today at www.supershuttle.com and use discount code 2H592.



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A Note from the CIVSA President



The Collegiate Information and Visitor Services Association (CIVSA) is an organization that provides information sharing and development among professionals in the fields of campus visits, information services and admission recruitment programs. With more than 800 members, our association provides you with the opportunity to grow and learn from staff at colleges and universities across the nation. Our members represent institutions that range from community colleges to land grant institutions, and schools that are public, private, large and small. The chance to network and develop professional relationships within CIVSA is unlike any other organization.

We invite you to join us in the beautiful city of San Diego, California in June 2016 for our Annual Conference! The conference will include a variety of educational presentations from the opening and keynote speakers to sessions and discussions led by current CIVSA members. These sessions will cover topics that include information and visit programs, student workforce, campus partnerships, technology and professional and personal development. In addition, we'll offer tours of colleges around the San Diego area. And in true CIVSA fashion, we'll take in the local flavor and sites around the Coronado Bay area.

Not only will you find CIVSA's Annual Conference educational, but it's also very affordable. Early Registration runs through January 31 with a member rate of \$375. I hope you take a few minutes to look through the information provided and see what others are saying about CIVSA.

I also encourage you to visit us online at www.civsa.org to learn more about our great association and our Annual Conference. I hope to see you in San Diego this June!

Jaime Rensel
Jaime Rensel
CIVSA President
Arizona State University



Conference Features



Loews Coronado Bay

Perched on its own 15-acre peninsula, Loews Coronado Bay is an oasis of tranquility with views of shimmering bay waters and the San Diego skyline. Loews is the perfect retreat after a long day of conference sessions with dining options and Cays Lounge – an indoor/outdoor lounge perfect for an evening meeting. Book your room today at resweb.passkey.com/go/2016CIVSA



School Visits

We all know the best way to learn about a college or university is by touring campus. That's why you will have the opportunity to visit San Diego-area schools during the Annual CIVSA Conference. Attendees may choose to visit up to four schools ranging from a small, private university to a large, research institution. With these options, you'll be able to visit a school similar in size to your own.



CIVSA Connections

The Annual Conference allows you to learn from hundreds of your colleagues – but CIVSA Connections gives you the opportunity for more intimate discussion to work out new ideas and best practices. CIVSA Connections groups are assigned based on a variety of factors, including school size, welcome center and admission organization and job responsibilities.



Over 60 Educational Sessions

At this year's conference, we are planning over 60 educational sessions. The Programming and Education Committee is building a spectacular educational session lineup to complement the natural light and beautiful bay views from the majority of our session rooms. You can still submit your session proposal by visiting www.surveymonkey.com/r/2016-conference-proposals.

Conference Schedule

Tuesday, May 31

10 a.m. Board Meeting
12 p.m. Pre-conference Tour (*Optional*)
2 p.m. Open Registration
3 p.m. Welcome Presenter – Eric Johnson

Wednesday, June 1

9 a.m. Conference Team Welcome
9:45 a.m. CIVSA Connections
10:45 a.m. Educational Sessions 1
11:45 a.m. Lunch (*Provided by CIVSA*)
1:00 p.m. Educational Sessions 2
2:15 p.m. Educational Sessions 3
3:15 p.m. Departure for Campus Tours
7 p.m. Dinner on Your Own
9 p.m. First Timer & Past Presidents Event

Thursday, June 2

7 a.m. Beach-side Yoga
9 a.m. CIVSA Connections
10 a.m. Educational Sessions 4
11 a.m. Educational Sessions 5
12 p.m. Lunch (*Provided by CIVSA*)
12:30 p.m. Regional Meetings
1:15 p.m. Keynote – Sonia Rhodes
3:15 p.m. Vendor Fair
4:30 p.m. Educational Sessions 6
7:00 p.m. Dinner on Your Own

Friday, June 3

7 a.m. 5K Run/Walk
9 a.m. Business Meeting & Breakfast (*Provided by CIVSA*)
10:45 a.m. CIVSA Connections
11:45 a.m. Educational Sessions 7
12:45 p.m. Lunch on Your Own
2:45 p.m. Educational Sessions 8
3:45 p.m. Educational Sessions 9
7 p.m. Closing Dinner & Sunset

Saturday, June 4

9 a.m. Board Meeting
9 a.m. Post-conference Tour (*Optional*)

Conference schedule subject to change. All times Pacific.



Sonia Rhodes Keynote Speaker

Founded in 2011, *Sonia Rhodes Experience Design* is a bespoke consultancy created to guide organizations and institutions through the intentional design of meaningful employee and customer experiences. Clients include hospitals, health systems, non-profits and retail/consumer focused ventures.

For nearly two decades, Sonia used the challenging health care industry as her canvas – imagining and guiding the implementation of the wholesale transformation of Sharp HealthCare – the leading integrated health care system in the state of California (15,000 employees, 30+ locations). By incorporating experience design principles at every level, the organization garnered unprecedented business results – increasing market share, net revenue, customer, physician and employee satisfaction and improving quality and safety outcomes.

Sonia is the co-author of *The Complete* Guide to Transforming the Patient Experience* (HCPro, 2009) and an acclaimed national speaker. She is an Emmy award-winning producer of Sharp HealthCare's television documentary series, *Stories of The Sharp Experience*. In 2005 Sonia was one of the first in the nation to be recognized for her individual achievement in the emerging Experience Economy, receiving the Experience Management Achievement (EMA) award.

In addition to her experience design work, Sonia is committed to helping build strong and healthy communities. As the founder, executive producer and curator for TEDxYouth@SanDiego, Sonia produces TEDx events, bringing together 400 diverse high school students to learn from and experience some of the world's biggest thinkers and doers – all in the spirit of ideas worth spreading.



Eric Johnson Welcome Presenter

Eric Johnson is a 1986 graduate of the University of Georgia with an A.B.J. in Telecommunication Arts and a minor in Speech Communication. After graduating from UGA, he worked for a U.S. Congressman in Washington, D.C. for more than four years, serving as a legislative assistant and press secretary.

Eric worked in the UGA Office of Undergraduate Admissions from 1992-2007. He was an Associate Director of Admissions and served for thirteen years as Director of New Student Orientation. He has been at the UGA Visitors Center since November of 2007. He speaks to audiences regularly and writes daily at ExcellentJourney.net. Eric and his wife, Shanna, have two young daughters.

2016 Conference Committee

Conference Chairs

Ashley Bair, University of Maryland | Wes Sullivan, California Lutheran University

Programming and Education

Rob Patterson, Chair
Middle Tennessee State University
Marti Fasteland
University of Minnesota at Duluth
Niki Mendrinos
Temple University
Annalise Miyashiro
Vanderbilt University
Laura Stansell
University of Tennessee at Knoxville
Forrest Stovall
Texas Tech University

Publicity & Promotion

Taylor Blair, Chair
University of Kentucky
Alyssa Gunderman
Temple University
Duane Hamilton
Florida Atlantic University
Molly Hayeslip
Stevenson University
Natalie Mann
University of Georgia
Dona Rehm
Lafayette College

Social Committee

Katie Holdgreve-Resendez, Chair
University of Colorado - Boulder
Ilana Ciccone
St. John's University
Alex Galbreath
Oregon State University
Justine Okerson
College of William & Mary
Erika Ryan
Colorado State University

Sponsorship

Jen Casebeer, Chair
Stanford University
Catie Taylor
University of Evansville
Samantha Baird
Newberry College

Welcome (Registration/Volunteer)
Helena Manning, Chair
University of Wisconsin-Madison
Stacey Boswell
The University of Texas at Austin
Lizbeth Cervantes
University of California, Merced
Heather Davenport
Biola University
Cindy Harkness
IUPUI
Grace Hartman
Santa Clara University
Richard Holdaway
IUPUI
Jessica Simon
Ferris State University
Melanie Thompson
Sam Houston State University

Spirit & Traditions Committee
Philadelphia Shoop, Chair
Flagler College
Jonathan Augustyn
Medaille College
Mel Baxter
The University of Texas at Austin
Michelle Johnson
Bellarmine University
Katy Beth Lockwood
Georgia Southern University
Lisa McGrady
Florida State University
Patrick Pitoniak
Yale University

Local Arrangements
Suzy McDonald, Chair
Cal Poly Pomona
Alecia Dennis
Capital University
Wyatt Ehrlich
Point Loma Nazarene University
Scott Kirkessner
University of Utah
Kerven Moon
Penn State University
Megan Sisk
Point Loma Nazarene University
LaShawnda Swanigan
Florida A&M University

What do past attendees have to say about CIVSA conferences?

"The conference experience for me is about meeting new people and learning with them and from them in a professional development setting. I also enjoy learning about the culture of the host city and learning how other universities operate."
– Patrick Pitoniak, Yale University

"As a first timer, it gave me great tools to use in moving our program to the next level. We are a smaller school so I really enjoyed spending time with the larger schools."
– Wendy England, California Baptist University

"I love the constant camaraderie and information/idea sharing that goes on. This conference always re-energizes me to do my job better each year."
– Andrew Boehm, Miami University

"The most beneficial part of the conference was gaining tips and pointers to improve my visit program. The most meaningful was the collegiality of all attendees. Everyone is so friendly and welcoming at the conference. Very willing to share ideas to benefit all."
– Tony Jackson, University of Kentucky – College of Engineering

"Since I am brand new to higher education and the visitor center, I enjoyed learning about everything I have never even thought about. It was awesome to meet so many passionate people who are excited to serve and make the college experience a great one."
– Melanie Thompson, Sam Houston State University

