



Wednesday, June 1, 2016 10:45 AM

#Slackers: How Technology has Helped Keep CIVSA Members Connected Throughout the Year
Technology & Research

The purpose of this session is to share how the Slack messaging and productivity application has allowed 14 members from the 2015 CIVSA conference instantly stay in touch throughout the year. Our group was a team that corresponded through shared ideas, thoughts, and documents pertaining to our areas. Slack allowed instant access to resources and peers throughout the year. We were even able to conduct a college wide tour survey which was shared with the group. Come see how being a "Slacker" can help you.

Counselor Fly-In 101: From Take Off to Landing
Staging Events

Counselors are influential to students as they shape their educational future. Fostering strong and positive relationships between colleges and counselors is a tool to better connect with prospective students and increase visibility. What better way to build/strengthen these relationships than by bringing high school and independent counselors on campus to see your college first-hand! This presentation will provide the nuts and bolts in planning and implementing a Counselor Fly-In program from start to finish. Using Oregon State University's Beaver VIP program as an example to showcase what works and what doesn't, this session will leave you with ideas and tips on how to have an engaging, positive and impactful program where even the counselors may want to go back to school!

Creating a Tour Guide Training Program to fit your Institution
Student Workforce

Student Worker training programs are not one size fit all! This session will cover ideas for creating a training program that fits the needs of your student employee population. Presenters from Cleveland State University and Bowling Green State University will give examples of how they have created a mentorship program and blended learning, online and in-person training programs for their student workers. Brainstorm ideas with your colleagues on ways to enhance your own training programs in this interactive session.



Facebook and hashtags and memes, oh my! Communicating with your student staff Student Workforce

Today's students are communicating differently. Email is out, Facebook is on the cliff, Instagram and Snapchat are on top, texting is still up there, but GroupMe is gaining popularity. Above it all, how things are said are just as important as where they are said. Do you know how to communicate with Generation Y and Z? Whether you are on the cutting-edge of social media, or just figuring out the dynamic power of kittens, join this fun and interactive session to learn tips and tricks on how to communicate with your student staff on their level, and boost engagement and performance.

Hello From the Other Side... Professional Development

Many people in our occupation have made the transition from student leader to higher education professional. It can be difficult as a recent graduate to take over an ambassador program after serving as one of its members. This session will offer strategies to assist in making the transition smooth and successful.

How to Customize and Personalize Tour Experiences at Large Institutions Group & Nontraditional Visits

The University of Arizona is home to nearly 40,000 students each year, and admits over 8,000 freshman and transfer students annually. This means we see large groups at our tour experiences for prospective students held daily, weekly, and monthly on our one square mile campus. Learn how to customize these experiences for different populations and personalize them as much as possible at a large institution.

Learning How to Be a Big Fish in a Big Pond: Creating an Identity for the Visitor Center Operational Management

The Visitor Center at the University of Texas at Austin was created in addition to the Office of Admissions due to an increase in campus visitors (i.e., alumni, prospective graduate students, prospective transfer students and general visitors). This presentation will discuss the five-year-old Visitor Center on campus, as well as the pros and cons that have come with the creation of this space. Specifically, the presentation will focus on the Visitor Center identity and how the space has evolved over time due to the focus on the different populations served, connections with community/campus partners and the student ambassadors.



Motivating Students to Lead the Way
Student Workforce

Our volunteer tour guide organization desperately needed a complete overhaul. Free food wasn't the same motivator it used to be. Instead of a top down approach, we knew we needed the students to lead the change. This session will review how we motivated students to critical assess the organization and strategically implement positive change.



Wednesday, June 1, 2016 1:00 PM

How to Get Your SWAG on! The Effectiveness of a GiveAway

Operational Management

Come learn how to create effective giveaways for your promotional message while also being budget conscious and approval friendly. The session will cover swag in the mail, for the campus visit, for the accepted student program, and more! Let's brainstorm innovative marketing giveaways and learn from colleagues about their own flashy swag to bring back to our campuses.

It's Not Personal, Sonny. It's Strictly Business

Technology & Research

While we may not want to think of our work as a business, it is. For our students, it is a part-time job or volunteer opportunity that doesn't hold major consequences but for us professionals, this is our career. We have high expectations that have been set and sometimes we have to make tough decisions and changes in order to meet these goals. Through proper assessment of resources and budget as well as analyzing data to determine ROI, you can begin to make the necessary changes that are needed. Come learn how "change" is not the scary word everyone makes it out to be and how when done right, business can be fun. This presentation is being brought to you by the Research & Assessment Committee of CIVSA.

Creating Effective Campus Partnerships

Campus Partnerships

The University of Tennessee's Office of Undergraduate Admissions and College of Agricultural Sciences and Natural Resources have created an effective partnership to work together to recruit prospective students. For the past decade, the college has conducted its own recruitment efforts and in that time has established a productive relationship with admissions. This session will focus on the good of this relationship and how we are able to provide exceptional experiences for our prospective students as well as the bad in the inefficiencies and confusion that sometimes exists. Representatives from both admissions and the college will lead the session to discuss how the relationship functions and give what we identify as best practices.



Designing an Engaging and Sustainable Campus Visit Program for Graduate and Professional Students Group & Nontraditional Visits

A prospective doctor, future pharmacist and upcoming public health professional walk in for a tour... How do you engage all three without it being a joke? This session dives into the intricacies of reaching prospective graduate and professional students. Most campus tour programs are focused on prospective undergraduate students, while tours are often left untailed to the graduate and professional level. Engaging this student population requires a different mindset and structure to fully capitalize on showcasing the uniqueness of your graduate and professional programs. Join us as we discuss the process of developing a program designed for this specialized population in which one size does not fit all.

Developing A Culturally Focused Visit and Event Program Staging Events

We all know the impact a campus visit has on prospective students and their enrollment behavior. How can we ensure that our visits and event programs engage students from a wide variety of backgrounds? During this session we will talk about the importance of having culturally focused and inclusive visits and event programs. You will come away with some tips on making your program more inclusive!

From Application to Matriculation: Recruiting the Best of the Best Staging Events

In our efforts to reach out to all ranges of prospective students, at UT Arlington we specifically allocate resources to identify and reach out to high achieving high school students in the Dallas-Ft. Worth Metroplex. One way we implement this is by using a variety of high yield, invitation-only event programming. In this session, the UTA Welcome Center staff will discuss how we coordinate events, like our Senior Academic Excellence Days and Scholarship Gala, and their effect in bringing high-achieving high school students to our campus as early and as often as possible.

Gone Fishing: How to incorporate the FISH philosophy to your campus visitor program Operational Management

Come join us as we explore how to incorporate the 4 practices of the FISH! Philosophy into your visit program. This simple model started at the World Famous Pike's Place Fish Market in Seattle, WA, but can be applied to any visit program, big or small. Learn how you can Be There, Play, Make Their Day, and Choose Your Attitude. Get ready to "catch the energy and release the potential" of your program, and make sure to watch out for flying fish!



Two, Four, Six, Eight, Who Do We Appreciate? Showing Appreciation without Going Broke
Student Workforce

Hear about small and big ways to show you care, say 'thank you' and give support to students and colleagues without breaking the bank! Find out how Santa Clara University has found ways to show love to students and staff with a little crafting and some imagination. Come ready to share your ideas, best practices, and questions!



Wednesday, June 1, 2016 2:15 PM

Positive Feedback Loops: why the only truly successful transfer visit experience is the one that never really ends!

Group & Nontraditional Visits

With a charge from campus administrators to augment the number of transfer students on campus, the UNCW Office of Admission started a “Transfer to Teal” campaign which included a campus tour program to cater to the unique needs of prospective transfer students. With intentional focus, our transfer student population has risen to more than 45% of the incoming class each fall, and the visit program has more than doubled in size each year. Our transfer-specific visit experience now supports more than 15 campus tours throughout the academic year and 20 transfer student volunteer tour guides, who’ve helped lead the charge in enhancing the transfer student experience across all facets of campus life. Their enthusiasm, involvement and voice have created improved transfer specific resources, such as an inclusive fall Convocation, a first semester transfer student mentoring program, and a Military Resource Lounge, all of which have created a more attractive environment for prospective students. You can grow your admission funnel AND make a difference in your campus community, and it starts with a student focused (prospective and current alike) visit program!

Making AmbassaStars: Building an efficient and effective Student Ambassador Program at the University of Kansas

Student Workforce

The KU Student Ambassador Program has transformed from a homogenous group of 100 unpaid and unconnected volunteers to a cohesive group of diverse student leaders in the last few years. This session will discuss the structure and specific techniques Assistant Director Kindra Bartz has implemented in order to accommodate all student ambassador requests, while maintaining high-level performance.



CIVSA 2.0: In Depth Topics for Seasoned Admissions and Visitor Services Professionals

Professional Development

This panel brings together some of our profession's more seasoned leaders to share a few of their best practices and discuss how they have used CIVSA's resources to advance their programs and find inspiration. Their "takeaways" are as unique as their personalities! Come learn how you can utilize CIVSA to your advantage personally and professionally.

Down to Two Schools? Pulling off the Perfect Shadow Visit and Hooking the Undecided Student

Staging Events

Butler University's True Blue program is our highest yielding visit which runs 14 weeks during the spring semester. True Blue is a great single day program in which the admitted student is able to shadow a first year Butler University student in his/her academic major and experience a "day in the life of" a Butler Bulldog! The admitted student has the opportunity to attend class, eat lunch in the dining hall and visit the current student's residence hall room. Our session will include steps for choosing current student hosts, hiring & training, registration, matching the admitted student with host, check-in, logistics, and concluding the visit. We are excited to share our proven success of this visit with you!

Play to Your Strength

Student Workforce

No two schools can boast the same offerings or qualities that make them unique, so how could they apply the same campus visit techniques? Rather than implementing successful models from schools with different missions, campuses, and student populations, learn to identify your institution's greatest strengths and communicate them on your most important visits. Mercer University utilizes a campus-wide service ethos, a highly engaged student body, and an intimate community to build successful open house events. By considering how we play to our strengths, you can begin to evaluate yours and shape a better campus event.

Step up to the Plate: Admissions and Athletic Partnerships

Campus Partnerships

In the summer of 2015, the Office of Admissions at the University of Louisville was tasked with increased oversight of student hosts for potential student athlete visits. Attend this session and learn how the Office of Admissions at the University of Louisville and the STARS program (Student Admissions Representatives) work in cooperation with the athletic department and coaches to provide current student volunteers for recruitment events and game day activities. STARS recruitment, training, eligibility, and standards will be covered. The role of professional staff and accountability will also be discussed.



The Power of Personality: Let your Visitors See Who They will Surround Themselves With for the Next Four Years

Operational Management

We often mistake the campus visit experience as a way to force feed information to prospective applicants by burying them in stats, figures, deadlines and details. You'd be amazed at the connection that can be made between a prospective student and your institution if you let your true colors shine. Come share ideas in owning the entirety of your campus and finding the best ways to let visitors see, embrace and identify with the personality of your university.

Understanding CAS Standards

Technology & Research

The standards developed by the Council for the Advancement of Standards in Higher Education (CAS) are the mainstay of programming in higher education. For over 35 years, CAS has helped to define and advocate for the many programs within higher education. CAS standards not only help you to explain what you do and why you do it, but they also provide structure for program development. Learn how to incorporate standards into your Campus Information and Visitor Services program.



Thursday, June 2, 2016 10:00 AM

Behind the Smiles: Identifying and Supporting Student Leaders in Distress

Student Workforce

Students today are coming to college campuses with many struggles. Although they may be some of our best student leaders they are dealing with issues sometimes beyond our comprehension. What happens when your student leaders need more from you than just supervision, mentoring and training? This interactive session will discuss and practice strategies for identifying, working with and referring students in distress.

Expect the unexpected: Hosting visitors amidst a challenging campus climate

Operational Management

Across the country, communities are coming together to discuss issues of racial inequality, culture and inclusion on college campuses. As part of the discussion around these complex issues, many students are choosing to lend their voices to raising awareness through protests, demonstrations, and teach-ins. As a result of these conversations on their own campus, 3 members of the Ithaca College Admission team present their experience with hosting visitors on campus amidst a challenging campus climate. This session will provide an overview of the challenges that Ithaca College has faced. Presenters will share their experiences with these challenges, including: demonstrations during open houses, occupation of the admission reception area, and targeted messaging to prospective students. This presentation will discuss methods for communication with both internal constituents and campus visitors, and will present ideas on both advance planning and adapting to events as they take place. The session will also include opportunity for meaningful group discussion on the best practices for successfully hosting visitors when disruptions occur.

Fostering a Fraternal Feel

Student Workforce

At Baylor University we have found that creating a strong and interactive community among our student workers produces a sense of pride and ownership in what they do. This ownership is reflected in the dedication our students show to their jobs, each other, and most importantly, the guests with which they interact and serve. We have intentionally created an environment through parties, socials, and monthly newsletters that allow students to create lasting friendships and connections that, had they not worked in our office, would have never made. Creating the fraternal feel motivates, encourages, and unites our students to thrive in the workplace, the classroom, and hopefully, well beyond their college years.



Lessons From the Mouse: An engaging approach to Customer Service Training for both student and professional staff members

Professional Development

Providing superior customer service is critical to an Admissions/Visitor Services office. All staff members (professionals, volunteer students, and paid student employees) need to be consistent in providing customer service or students and families are bound to fall through the cracks. This session explores how the University of Minnesota Duluth uses “Lessons From the Mouse: A Guide for Applying Disney World’s Secrets of Success to your Organization, Your Career, Your Life” by Dennis Snow to enhance customer service practices throughout the office in an exciting, engaging, and “magical” way.

Student Panel (Identical session will be held at 11:00 AM)

Student Workforce

Wondering what your tour guides or student workers are thinking? This will be an honest student-based panel conversation that will allow you to ask these questions (and more!) of current students who work for CIVSA institutions. This panel will spark some new ideas for you in the development of your student leadership teams!

The campus visit can be a deal breaker...so make it an amazing experience!

Campus Partnerships

Abilene Christian University knows that an amazing campus visit is crucial for prospective students. In this session, we will share the many ways we convey to prospective students that attending ACU will be an incredible journey!

The College Visit & The Media

Technology & Research

Television and movies involving families with teenagers often portray characters’ college search processes as they interact with both fictitious and real schools. Some characters even take tours and experience a college visit. Central questions for this session include: How might media portrayals of a college visit impact the expectations that our families have when they visit our institutions? How do portrayals of this experience accurately or inaccurately align with the realities that we experience in this profession? What takeaways might there be for potential best practices or things to avoid? Join us on a journey through on-screen college visits to compare and contrast fiction and reality.



The Early Yield Event

Staging Events

Who says yield events only pertain to the spring semester? Start your next incoming class on the path to your university by getting prospective students involved a year in advance. In this session, you will learn how East Tennessee State University implements events during the fall semester for students to engage with faculty, staff, and the University's President. We will discuss planning and application stages, as well as how these events produce yield for the following fall incoming class.



Thursday, June 2, 2016 11:00 AM

In the Numbers: Making Campus Visit Metrics Work For You!

Technology & Research

Having a concrete plan for tracking your program's campus visit metrics helps to solidify strategies for increasing registration and attendance while helping the team to grow applications and enrollments. Metrics are invaluable when creating communication plans, adjusting your program to fit spikes in attendance, identifying trends, and justifying staffing needs. At The University of Toledo two reports are produced to help the team evaluate their role in the campus visit program and improve how we accommodate visitors on a daily basis. This session will walk through the reports generated by The University of Toledo. It will speak to their value when evaluating the daily visit program, show how UT's daily visit program has used these reports to increase registration and attendance, and discuss how metrics can work for your institution's daily visit program.

Let's Get Personal - Providing Accepted Students with Customizable Visits

Staging Events

As a medium-sized school we, at William Paterson University, were having a hard time showcasing the fact that we are still a school that offers individualized attention to our students. From this problem, an idea was born to offer a customizable campus tour for our accepted students. Instead of a tour with 10 or 15 other families, these student got to have their own personal student ambassador. We named the program our Personalized Accepted Student Tours. In its first year, the program was a major success as we finished with a 60% yield rate which is over three times higher than our overall yield and twice as high as our general campus tour yield. Programs like this offer schools a low-cost, high-yield opportunity to engage with their accepted students. This session will focus on how to initiate the program, to best use your student ambassador staff, to market it to best-fit students, and to get in buy-in from others around the campus. The session will also include open dialogue from the crowd so that others can explain how they have approached programs like this in the past.

Nobody Puts Counselors in a Corner: Dancing Around The Do's and Don't's of the Counselor Visit

Campus Partnerships

We always discuss and are concerned with the overall campus visit experience for prospective students and families. What about our colleagues on the other side of the desk? This session will be a discussion based panel covering the do's and don'ts of the counselor visit. We will discuss everything from daily visits, bus trips, fly in programs, etc. We will discuss what works and what doesn't work while trying to update our counseling colleagues with what's happening on our campuses.



Student Panel (Repeated session from 10:00 AM)

Student Workforce

Wondering what your tour guides or student workers are thinking? This will be an honest student-based panel conversation that will allow you to ask these questions (and more!) of current students who work for CIVSA institutions. This panel will spark some new ideas for you in the development of your student leadership teams!

Supporting the [Trans]ition

Operational Management

"What is the LGBT presence on campus?" "Do you have any gender neutral/inclusive housing options for me?" "Will I be safe here?" Over the past few years we have seen more members of the transgender community highlighted in the media: Caitlyn Jenner, Laverne Cox, the Wachowski sisters, Chaz Bono, and many more. As these stories have moved to the forefront of our society, our need to educate ourselves on trans issues has never been greater. Whether we have trans student staff we supervise or prospective families that we interact with, to be knowledgeable of trans issues and concerns is an important piece of creating a truly inclusive and safe environment for all. As more students and families become comfortable in raising the questions mentioned above, we ourselves must feel comfortable in answering and advocating for our campus community. Join me in learning about the current state of transgender work in higher education, gender pronouns, and myths and misconceptions revolving around the transgender community, to support this growing population of students at your university.

Take Control of Special Group Visits: Our Framework for Success

Group & Nontraditional Visits

Do you feel like you spend more time running around and putting out fires than actually putting on good special group visits? I'll share our steps of streamlining the special group visit process into one reliable and consistent system that coordinates every aspect of the visit from arrival to presentation and lunch to campus tours. Our binding agreements and consistent messaging have increased accountability on both sides resulting in less work and fewer headaches!

The Ten Things We Hate About Tour Guides: Managing Expectations and Returning To Basics

Student Workforce

You're not alone if you're complaining that "these kids today!" just don't get it. The ability to confidently introduce themselves, command a room, appropriately communicate, and navigate office dynamics at times feels a bit lost on our newest crop of student staffers. This session will give you examples and practical tips on how to tackle common issues and harness the power of students in the recruitment process. Our group of experienced mentors will relay common #advisorproblems and discuss how they have dealt with the frustration of managing, training, and retaining student guides and office staff. Want to take your students to the next level? Take them back to basics.



Where are they now? Creating leadership opportunities to help your students and your office.
Student Workforce

Creating balance in an office is not always easy, but with students holding each other accountable and leading by example, the supervisor has more time to read applications and attend high school visits. In this session we will explore the office structure of a large public university's visitor center. We will discuss the leadership positions created to benefit both the students that we love so dearly and the office in which we spend most of our time. Brainstorm new ideas together for how different structures could work for different office set ups.



Thursday, June 2, 2016 4:30 PM

#HTGAWCV: How to Get Away with Class Visits

Campus Partnerships

Sitting in on a class is a great way to gain first-hand experience on what a college or university can offer you academically. This presentation is a jumpstart lesson on how to develop the classroom visit experience from a blank excel spreadsheet and a pile of emails to a successful thriving program. In this presentation, the College of Charleston Visitor Services team will focus specifically on classroom visit management challenges that admissions and visitor services counselors face, and provide criteria for creating a classroom visit management model that will provide the performance needed to support massive growth. The presentation will also highlight professor acknowledgements and stewardship, campus partnerships, and visitor satisfaction.

Beyond the Campus Tour: College Choice & the Campus Visit

Technology & Research

College choice, the decision-making process for students of whether and where to attend college, is complex. Understanding the influences of college choice for prospective students allows colleges and universities to examine best practices in admission and enrollment management. Previous research demonstrates the importance of the campus visit & tour, yet this research neglects to discover what elements of a visit or tour are the most influential, and whether or not these factors are under a university's control. This presentation of a recently completed dissertation, will explore the campus visit from three different qualitative perspectives: interviewing recently matriculated college freshmen, assessing campus information sessions and tours, and surveying high school seniors during the college choice process to better understand the phenomenon of college choice and the impact of the campus visit.

Group Visits Reimagined

Group & Nontraditional Visits

We've all been there. Groups think of it as an excursion – not a campus visit. They are late. Early. Cancel. Not truly engaged. Over the past 12 months, the Purdue Office of Admissions has reinvented its Group Visit program with the goal of making the group visit program beneficial for everyone. In this session, you'll learn how we re-imagined the experience from the ground up. Cross-campus collaborations. Student-led program. Attention to detail. Feedback. Come and learn from our mistakes, successes and our plans for the future as we whip the group visit program into shape!



Implementing Leadership Development for Student Tour Guides: Making Leadership Intentional Student Workforce

Being a campus tour guide takes more than just knowing facts and figures of the institution, it takes leadership. But how do we teach our students to become leaders? One way is with intentional and continued leadership development. Training that focuses on community building, problem solving, personal reflection, personality inventories, self-care, group dynamics and facilitation skills go a long way to creating dedicated student leaders. This type of training adds value and depth for tour guides, especially ones who are not paid, and positively impacts the overall visit experience.

Lock them in and keep them!

Staging Events

Many institutions struggle with overnight visits and question if they are worth while. Take a look at how a medium-sized institution took advantage of their space on campus and how to make an overnight program work for them.

Student Ambassadors: Creating Leaders by the Way of the Classroom

Student Workforce

College of DuPage, the largest community college in the Midwest, provides free Fundamentals of Speech Communication classes for selected Student Ambassadors. The collaboration between faculty and Admissions gives student volunteers at the commuter campus a well-supported group environment that aides the community of successful students in and out of the classroom. Learn how Admissions selects and retains quality volunteers for a non-residency campus.

The Art of Collaboration: Bridging the Gap Between Generational Differences in the Workplace

Professional Development

This session is created to focus on addressing challenges in the workplace and provide key pointers for collaboration amongst your colleagues. In this presentation you will have the opportunity to hear the story of two individuals- a seasoned professional from "Generation X" and a millennial "fresh hire". Hear their story on how they collaborate to manage a more successful visit program together than they ever could on their own. Points of topic include: My supervisor is younger than me... I have more experience in this area, but... I understand what is more relevant, but don't have the authority to express it... I relate to this generation of students more than others in my office... This CRM is better than that one... The goal of this presentation is to provide individuals with simple strategies to bridge the generational gap within their workplace. While the topics covered will apply to admissions and visit programs, the principles are designed to be applied to any workplace.



Friday, June 3, 2016 11:45 AM

CIVSA 101: Let's Talk CIVSA

Professional Development

Come on - Get involved in CIVSA! Not sure where and how to start? This panel of CIVSA veterans, as well as some recently involved members, will share the benefits of their involvement in the association. Learn about the various areas of service and find something tailor made for you! You'll serve the organization, grow professionally, make friends, and have FUN!

Great Minds Think Alike-Bridging Private and Public Institution Ideas

Operational Management

This session will partner up the University of Texas at San Antonio and The University of Incarnate Word in order to discuss the functionality of welcome centers at the private and public levels. We will explore the commonality of our goals and our creative ideas for the campus tour experience. Topics that will be discussed include: welcome center functionality, staffing/training, daily tour/group tour processes, event logistics, evaluations, and much more. Don't miss out on the opportunity to learn about so many great ideas from the two largest universities in San Antonio!

Inclusive Campus Visits: Planning Ahead to Meet The Needs of Diverse Populations

Staging Events

If you build it (and you tell them about it) they will come. Diversity is more than a buzzword in college admissions and increasing diversity is a part of nearly every strategic enrollment plan for colleges and universities regardless of size or location. Many of us, myself included, have long been looking for ways to better support and connect diverse students and families during their on-campus visit. Join me as I share how the visitor services team at Colorado State University, as a part of the 2015 redesign of our admitted student visit day, increased attendance, created lasting connections and surpassed 88% yield for diverse students alone. Share your ideas, experiences and feedback as I present what happened next and share our expanded strategic plan aimed at infusing diversity in an authentic way into all of CSU's visit experiences. Topics covered will include marketing and communications, inclusive language and staff training, expanded programming and on-campus partnerships, and making informed decisions using both qualitative and quantitative data.



It Takes a Village: Encouraging an Environment of Collaboration and Campus Buy-In Campus Partnerships

Does your institution struggle to encourage active participation from campus partners in recruitment efforts? As this generation of prospective students look for more personalized, all-inclusive visit experiences, Admissions is challenged with garnering support campus-wide. Representatives from BGSU will share their experiences working with campus colleagues toward shared recruitment goals. This session will cover ways to collaborate on projects including campus visits and tours, outreach and recruitment events to provide prospective students with the visit experience they're looking for.

Making the Transition from Student Leader to Admission Professional Student Workforce

Even though they might not know it yet, our students could potentially choose a career in higher education. How can we make sure to provide our student leaders with the necessary skill set to become successful admission professionals? Learn how to develop leadership opportunities for your students to give them the upper hand when they apply for their first admission job. Whether it is sitting in on meetings to discuss campus visit programming or creating leadership opportunities within your tour guide program, there are many ways to provide your students with a better understanding of what it means to work in an office of admission. Join us to hear the story of how one admission counselor mentored her tour guide to become a successful campus visit professional!

Redesigning Your Student Team...the Good, the Bad, the Lessons Learned Student Workforce

500 was the number of student employees working in the Office of Admissions. 16 is the number of different student groups. Learn how we completely redesigned the student workforce to build a more comprehensive and cohesive student employment organization. EDITED: We have 500 student employees in the Office of Admissions across 16 different student groups. Learn how we completely redesigned the student workforce to build a more comprehensive and cohesive student employment organization

Rolling Out The Blue Carpet: How to put on a VIP tour without breaking the bank. Staging Events

We all have top VIP students that we are trying to enroll. What type of students are designated VIP might mean different things to different institutions. At Georgia State University, we conduct tours for our VIP students that have not only contributed to an increase in yield, but also cost the university very little in budget. See how we are accomplishing this and how you can adapt the Georgia State model to your own institution.



CIVSA's Strategic Plan and YOU

Technology & Research

A Strategic Plan is “identifying long term goals and the means of achieving them and making an intentional decision to do so.” Using CIVSA member input the Strategic Plan is developed and implemented under the leadership of the CIVSA Board. Because CIVSA is a member driven Association, the plan can only be accomplished with the involvement of its members. Current and Past Chairs of the Strategic Planning Committee will lead this discussion on how you can be part of the CIVSA Strategy!

Friday, June 3, 2016 2:45 PM

Come on Down: Using Classic Game show presentation models and other alternatives for group visits and training.

Group & Nontraditional Visits

In my various roles at different institutions I have used alternative presentations for different populations of students. In this session I will share the process of using the classic game shows, Family Feud, Pyramid, and Jeopardy to promote interaction and involvement for group presentations. I will use interactive demonstrations to highlight previous presentations in the various formats and discussed how they have been used on various institutions. In addition, I will present on basic gamification theory introducing the concepts of Points/Badges/Leaderboards and discuss the types of players you might encounter, their lifecycle, and the potential pitfalls of these alternative presentations. Further, there will be time for the attendees to share their own personal experiences with alternative presentations and share best practices.

Oh the Places You'll Go: Ohio State's Residence Hall Open House

Campus Partnerships

The Ohio State University's Visits & Events department noticed a trend at their admissions events - families were coming to visit just to see a residence hall... and nothing else. Thus, other guests would be shut out of events due to lack of seats. In order to give families what they were looking for, Ohio State piloted a Residence Hall Open House in the spring of 2015. The event was well received and Ohio State continued to offer the program in 2016. This session will share how Ohio State's Office of Undergraduate Admissions partnered with their University Housing office to create a successful admitted student event that showcased the university, gave families access to residence halls, used minimal resources, and resulted in 93% paid acceptance fees for this event. Learn how you can apply to this to your own institution: How to work with strategic campus partners, keep budgets low, keep residence halls secure, and use student and professional staff personnel effectively.



Parents in the Process

Technology & Research

Do you find parents are as much of a vital part of the visit experience as prospective students? Would you like to find other ways to include parents in the admissions process? At Stevenson University, we believe parents are an important part of the visit experience and hold a significant role in a student's college decision. We reached out our Student Ambassadors regarding parent involvement on tours and the types of the questions and concerns they typically address. We'll discuss what Stevenson does to include parents and present the feedback we've received about what they're looking for in a college visit. We're looking forward to facilitating a conversation on improving the parent experience at our colleges and universities!

Remodel the Way: How Programmatic Changes Can Enhance Student Volunteer Buy-In

Student Workforce

No matter how fantastic the students at your institution may be, it can sometimes be difficult to motivate and incentivize student volunteers. What happens when awards, free food or cool swag just isn't enough to create buy-in? Changing the culture of a program and altering student leadership structures can be challenging but, as we discovered, it is often just what a program needs! This interactive session will discuss ways to shake things up, provide more opportunities for student ownership and buy-in, and ultimately create an environment where students have the opportunity to learn and grow in a professional setting and positively impact your institution!

Team Dynamic Hack: Motivating your team and yourself!

Professional Development

During the many busy periods in our profession, individuals and teams struggle with maintaining or rebuilding a motivational workplace. In this session we will explore various ways in which you can keep your team motivated, whether you are a leader or a team member, beginning with tools to keep yourself motivated! Please join us to learn methods that have worked for our teams and to share best practices for you and/or your team. "To all who come to this happy place. . . Welcome!" ~Walt Disney

The Devil's in the Detail: Lessons from an Event Planner

Staging Events

You've heard the saying, "The devil's in the detail." That saying often rings true when it comes to planning college admission events. Even if you work hard to plan an event, your efforts can be overshadowed if a small missed detail impacts the overall operations of the event. During this session, Dee Lambert will share some tips of the trade to help you plan for the expected and prepare for the unexpected when it comes to welcoming prospective students onto your campus. Hear lessons Dee has learned throughout her past 10 years of event planning and acquire ideas on how to avoid making some typical event-planning mistakes.



Wingardium Leviosa! How Harry Potter and CIVSA have lifted our Student Ambassador Program to new heights.

Student Workforce

We know that managing a large group of student ambassadors is a big job. Even with the best intentions from leadership, it can still fall flat without the right mix of motivation, feedback and support. Learn how the University of Northern Colorado borrowed themes from the world of Harry Potter and utilized ideas from past CIVSA presentations to create a well-functioning ambassador program. Together, we'll discuss how we make it all work--from implementing a house system, structured around accountability and positive reinforcement, to creating a formal system of student evaluations, offering strategic opportunities for advancement in the program, and dividing up the supervisory responsibilities of our professional staff.



Friday, June 3, 2016 3:45 PM

Developing Recruitment-Minded Campus Partners

Campus Partnerships

Recruitment and enrollment is the job of the entire campus community, not solely the work of admissions. If campus partners don't understand the operation and goals of the admissions process and the expectations of visitors, creating a culture of recruitment mindedness on campus can be a challenge. Come learn how the fastest-growing university in North Carolina is working to meet the increasing visitor demand through the development and implementation of recruitment training for our academic advisers. Hear the results of this training and our plans to expand it to other campus constituencies.

Empowered Voices: Preparing student staff to represent their institution in difficult times

Student Workforce

Each day we ask student ambassadors to be a voice for their college or university, but sometimes we find ourselves in situations where they are forced to be "the" voice. Recognizing the importance of the role of student ambassadors in the visit experience for prospective students and their families, how does their role change in times of institutional difficulty or when confronting and discussing difficult subjects that affect the campus at large? Two representatives from the Visitor Services team at The University of Texas at Austin will discuss how they have addressed recent issues that have thrust their school into the national spotlight by preparing their student ambassadors to handle these topics with confidence and candor. Our conversation will focus on: reacting with intention, timing and training, collaborating with campus partners, and, most importantly, making the important judgement call of when to empower our student ambassadors and when to protect them.

Of Course All Students are VIPs!

Technology & Research

We want all prospective students to feel like a VIP when they visit our campuses! And ALL parents feel like their son or daughter is just that! However, there are some prospects that we really want to receive the ultimate VIP campus experience. This session will show how Auburn University manages a program for personalized campus visits including engaging campus partners, personalized websites and more.



Planning and Executing Successful Recruitment and Yield Events for your Visitors Staging Events

Ever wonder how larger schools (26,000+ undergrads) are able to successfully plan and execute their recruitment and yield events with so many people? If so, this is a session you don't want to miss! You'll hear how one large, public, urban, research university plans and executes large events (ranging from 1,200 people- 4,000 people per event) from beginning to end. Areas that will be discussed include budgeting for large events, securing and working with vendors, putting together an interactive, memorable welcome for visitors, dealing with major issues during the event and how to address them, and so, so much more.

Saturday Tours: Friend or foe?

Group & Nontraditional Visits

"I guess you are missing out on a lot of prospective applicants!" Saturday tours seem to be the next hot button issue behind group tours. Do Saturday tours help or harm an institution? Are they hosted to just placate the masses, or do they provide a true campus experience? Is once a month not enough, or is every weekend too many? There are no right answers to these questions, so come hear from our panel of experts, who all have a different format of Saturday tours! Maybe you will find something that works for your institution.

University Open House: Designing a Mission

Staging Events

Do you have a mission statement for your University Open House? Does your event fulfill the stated mission? Come and share with colleagues as we discuss all things open house including the timing of the event(s), marketing, the schedule and events of the day, the planning process, the goals of the event, and the printed program and guidebook app. We will discuss NC State as a case study, but are looking for all attendees to share their own stories of University Open House. Our goal is to help all attendees to design or reconsider the open house mission and outline the steps to fulfill that mission for their institution. This session will be most beneficial for public universities with large or multiple campuses.

Walk This Way: Effective Tour Guide Selection and Training

Student Workforce

Each college campus has a million different features, and tour guides are expected to know everything about all of them. So how do you train your team to be knowledgeable about campus? At UT Arlington it all starts with picking the right people, setting them up for success with extensive training programs, and following up with multiple methods of support and evaluation. Join the UTA Welcome Center staff to hear about our unique interview and selection process, as well as the several different ways we train and evaluate our tour guides to give to best campus visit experience possible