Educational Session 1: Wednesday, May 31st 11:00-11:50 AM

Student Panel (Identical session will be held at 2:00 PM)
Support for the Frontline: Student Development

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!

Who's really on your Team? Better Leadership through Personality Profiling
View from the Top: Development for Seasoned Professionals

To change the world, we have to first understand ourselves; to understand ourselves starts with the knowledge of who we are and why we do what we do. In this session, we'll dig into the “People Style” personality assessment profile to gain a deeper understand of what makes you, and those around you, tick. Then, we'll take it a step further and match your personality profile to your leadership abilities so you can make the largest positive impact on your office through effectively leading others.

Managing First Impressions when Campus is a Mess: How Construction Impacts the Visit Experience
First Look: The Campus Experience

This session will discuss the impact of several invasive construction projects on the campus visit experience. By making strategic investments in the visit process, St. Edward's University was able to weather the disruptiveness of yearlong major construction projects. We'll explain how a dedicated campus visit staff, an enthusiastic and well-trained group of student volunteers, a thorough visit-specific communication stream, and dedicated marketing help St. Edward’s see year over year visit growth but maintain the personal experience valued by students and their families. In addition, we’ll explain how these resources have helped us stay nimble, yet consistent, when faced with obstacles, like the absence of a dedicated visit center and yearlong campus construction.
It’s all in the Details and the Village

Initial Impressions: Event Planning

It takes a village to plan an Admissions Event. It’s the attention to detail while never losing sight of the goal that creates awesome on-campus events. Using your campus partners – the village – lessens the task and assures guests will arrive, park, be greeted and see your campus in its glory. Learn how Miami University each year orchestrates over 25 on campus events for prospective students, parents, admitted students as well as high school counselors. Come join us and learn how despite room scheduling issues, catering woes, material scheduling and parking constraints, the visit team at Miami University orchestrates events ranging from 50 to 700 guests with a team approach from the entire university.

The Leadership Challenge: Developing Future Educational Leaders

View from the Top: Development for Seasoned Professionals

The development of institutional leadership academies has supported the educational and professional growth of middle management at South Texas College. Learn how leadership principles are applied to maintain motivation and momentum during peak registration periods. With over 10 years of experience, there are many best practices and unique “challenging employees” that have been encountered. Sometimes the best advice is from peer leadership and from strong relationships with all departments on campus.

Going Beyond the PowerPoint: Creating an Experiential Learning Environment

Support for the Frontline: Student Development

No longer are the days where students are impressed by PowerPoint presentations (...even if you use Prezis). In order to provide an effective training session, you must be able to engage your student audience. Come learn how SUNY New Paltz has implemented more hands on learning experiences within their Welcome Center and Student Ambassador Programs.

Ditch the Script

First Look: The Campus Experience

Don’t we all want to make honest and worthwhile connections with our visitors? An information session script is the easiest way to come off as a salesperson rather than a trusted collegiate search adviser. A scripted tour makes your guide look more like an Admission Office robot servant rather than an actual student prepared to give them a view into real campus life. Create meaningful connections with visitors through knowledge and honesty. Allow them the chance to spend time with actual students, not just Office of Admission Ambassadors. We’ll explore some expert opinions on both sides of the scripted speech argument and see what’s best for your school.

Microaggressions: How to Minimize Unconscious bias in your Tours and Create Inclusive Environments

Primary Partnerships: Campus & Community Engagement

“Where are you really from?” “You speak such good English!” “How do Black people feel about…?” Microaggressions are often subconscious and unintentional, but happen all the time! Campus Tours are a powerful opportunity to ensure inclusivity and celebrate diversity as we interact with the public. As visitor services professionals, our goal is to create welcoming environments where all members feel safe, included, and excited.
about your campus. Come for a fun, safe, and interactive discussion about what microaggressions are, how they might show up on a tour, and discover helpful techniques to help minimize their occurrence!

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**Educational Session 2: Wednesday, May 31st 2:00-2:50 PM**

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

*Support for the Frontline: Student Development*

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!

**How to Communicate with Crappy People**

*View from the Top: Development for Seasoned Professionals*

Ever interacted with someone who seems to make every situation toxic and impossible? Pointing out that these people are difficult and demanding won’t get you anywhere though, odds are, they don’t even see a problem. Whether the issue is caused by a personality disorder or some other underlying issue, in this session, you’ll learn how to navigate these interactions with impossible people and preserve your own sanity.

**First Response: Is your Organization Prepared for a Campus Emergency?**

*First Look: The Campus Experience*

In today’s campus climate, we must be prepared for numerous emergency scenarios. In October 2015, the University of South Carolina and surrounding areas were hit by a devastating flood. The Visitor Center had to quickly address and determine its ability to meet the needs of its visitors. This session will present the timeline and actions surrounding this natural disaster and aims to create dialogue between participants as they interact and discuss the policies of their institutions. After the presentation, the attendee should be better prepared to initiate his or her own emergency action plans and recognize the importance of campus and community collaboration.

**It’s not all Black and White, Being Comfortable in the Grey**

*View from the Top: Development for Seasoned Professionals*

Come hear from two seasoned professionals who have very different perspectives on work/life balance, supervisor relationships, staff relationships, delegation, and student relationships. Leave with some tips, tricks, and perspective on different workplace perceptions.
Inheriting the Family Farm: How to Transition a Dated Tour Guide Program and Make it your Own

Support for the Frontline: Student Development

We’ve all been there in the world of college admissions and our related fields: we are handed a task or project along with the notes from our predecessor and charged with bringing “new life” and “fresh ideas.” How do you actually do that? What do you keep or throw out? How do you assist your students and your colleagues through the changes in expectations, leadership, program vision and long-term goals? This session will answer these questions through the example of one Randolph-Macon College admissions professional who inherited a dated and out-of-touch Tour Guide program, and gave it a fresh start. R-MC’s Tour Guide program went from unfocused and bare-bones to one of the most desired on-campus leadership positions that centers around professional development, a campus-culture focus, and investing in student ownership to assist the R-MC Admissions Office in providing a guest-centered tour experience. When you inherit the “family farm” you have the opportunity to create, build, and inspire. Join us to learn how R-MC is continuing to do this with its Tour Guide program, and bring your contributions if you’ve done this on your campus!

College Transition Programming for High School Students through Strategic School & Community Partnerships

Primary Partnerships: Campus & Community Engagement

Through a partnership between Valencia College & school districts in Orange & Osceola counties in Florida (Orlando), students are starting the transition to college while still in high school. By bringing the college to them, students with barriers have access to coaches and a college transition team that help them navigate through the college enrollment process, financial aid, to the first day of classes. Through the maximization of resources from both the school district, local schools and the college, students who might wait until after graduation to think about post-secondary education are being exposed to their options early, often, and through innovative methods. Session attendees will engage with Valencia’s Transitions Planning Team through social polling and quizzes, games, media and visual tools that will increase participant interaction to connect data to real-life examples they can apply at their institutions. Presenters will also feature content and ideas that attendees can put to practice in their own programming.

Escaping Tradition: A New Campus Visit Structure

First Look: The Campus Experience

The traditional campus visit structure with an information session followed by a campus tour is formulaic and potentially boring for students and families. Learn how University of Puget Sound turned this structure inside out by using an innovative combination of complementary thematic tours, truncated information sessions, and multiple tour guides. Now Puget Sound is able to avoid information overload and provide families with multiple student perspectives. Most importantly, this experience-driven format allows the admission counselor to step back and put Puget Sound students front and center!
Let Your Personality Shine! Adding the “Personal Touch” to your Events

**Initial Impressions: Event Planning**

It’s easy for an open house to feel impersonal, especially with the large crowds and somewhat mundane format. At Lafayette College, we work hard to add the small, personal touches to our programs so that even the large events feel warm, welcoming, and show off the personality of our community. From specially made playlists and themed menu items to lining the sidewalks with students to greet guests, make your campus’s personality shine by adding the small touches. We want everyone to feel welcomed and at home on our campus—even during a large open house!

**Educational Session 3: Wednesday, May 31st 4:15-5:05 PM**

**The Power of Fact, Fact, Story**

*First Look: The Campus Experience*

Nearly anyone can read, memorize, and recite facts from a script. Nearly every college campus has a library, a place where students gather, and that magical place where if you kiss someone they will become your partner for life. If we are really honest, the structure of all of our tours is the same. It is our students, and their ability to engage with our guests, that make our tour experiences different. In this session we will showcase how we empower our guides to be Spartan Storytellers; to communicate the university’s story through their own; in a process we call “Fact, Fact, Story”. Participants will leave this session with tools they can take back to their guides to make them better storytellers and improve the overall guest experience.

**Bring on the Data to Build a Visit Center**

*First Look: The Campus Experience*

Want a bigger, lusher, more visit-friendly center to host your campus visitors? Then gather the data. Justification for spending hundreds of thousands of dollars on visit space renovation must be based on facts. Those facts need to include data that shows how increasing the number of visitors and quality of those visits can result in increased applications and subsequent matriculation. Spend some time with the visit team at Miami University as they tell their story of their recent move to a larger Admission Visit Center. Discover how collecting data on visits and their effect on application rates sealed the deal for a bigger space, more money allocated to tours, and believe it or not—more restrooms and reserved guest parking!
Road Trip!: Bringing your Institution to Prospective Students

Initial Impressions: Event Planning

Hosting on-campus events is a great way for prospective students to get a feel for and learn more about all that your institution has to offer. But how do you reach students who may not have the time or resources to visit campus in person? Georgia Southern University hosts a number of informational previews and receptions across the state of Georgia each year to reach prospective students. Come learn more about our events, the planning behind them, and how we partner with academic colleges, student services departments, current students, and college counselors to host them.

Creating your Tour Guide Family: Methods of Team Cohesion, Recognition, and Development

Support for the Frontline: Student Development

A successful campus visit program is one whose Tour Guide team works together flawlessly. At UT Arlington we like to think of our Tour Guide team as a family, and we put in a lot of work to make sure our Tour Guides know how much they are appreciated. Come hear about the many ways that we ensure cohesion for our team using a fun and engaging workplace, employ methods of appreciation and recognition, and provide leadership development opportunities using our MavElite Captain and Coordinator positions.

ABC’s & 123’s: Taking Tour Guides to the Classroom

Support for the Frontline: Student Development

When I took over the tour guides at the College of William & Mary, training and professional development opportunities for students were minimal. In fact, after initial training and shadowing, tour guides only came into the office for their weekly tour assignments. With the inspiration of other CIVSA presentations and CMA group discussions, I will discuss how our training has evolved to a 3 credit undergraduate course. We will discuss classroom activities that work inside and outside of the classroom, and how to engage your tour guides/ambassadors to be the best representatives of your college/university.

It’s Not Always Lonely at the Top!

View from the Top: Development for Seasoned Professionals

They say it’s lonely at the top and that as your career advances, you can't relate to your students and you can't be friends with your staff. Well that's absolutely not true! This session, presented by Admissions Directors from two of Penn State University's campuses, will discuss the valuable lessons they have learned from their bosses and the successes they've had (and mistakes they've made) staying connected to their students and tour guides, prospective students, and their staff while becoming leaders and mentors who are respected and liked at the same time. This will be an interactive session-- please plan on sharing your experiences as your career has flourished and evolved, and thus your relationships with students and staff has too!
Here at Texas A&M University, a prospective student/family has the ability to meet with over twenty academic departments during their visit. The various academic departments utilize our registration system that we built in-house, to confirm appointments with the students. We have created the Campus Experience Committee, as a networking tool, to train and inform the various touch points of a campus visit. During our quarterly meetings, we share data, survey results, system updates and give them time to discuss and share best practices.

Educational Session 4: Thursday, June 1st 9:00-9:50 AM

A First Look – Literally! Kids on Campus: Programming, Purpose, and Possibilities

First Look: The Campus Experience

Research clearly shows that low-income and first-generation students lack college awareness -- and shows the power of connecting students to higher education early in their academic careers. Despite that, there is no national effort (yet!) to encourage and organize campus visits for middle school children or to help elementary and middle school teachers seed the vision of a college-bound future. How do we handle the numerous (often overwhelming) requests to "show college" to kids? This session will offer tested techniques, tools and templates for meaningful college experiences for the K-8 student, and a forum for exchanging ideas and best practices within the entire group of session attendees.

Joining Forces for a Successful Open House

Initial Impressions: Event Planning

Every year, during Aggieland Saturday, we invite guests from all over to see Texas A&M University. Although separate offices, Admission and Visitor Services team up to run Aggieland Saturday; last year, we serviced over 13,000 guests on campus. We would like to share how we run Aggieland Saturday, work together and get the academic departments on board for mock labs, mock lectures, college/department fairs, campus tours and residence hall tours. With Aggieland Saturday growing, we now have a fall open house and will host our first summer open house in 2017.
There's No Place like Work: Creating a Family Culture for your Ambassador Staff
Support for the Frontline: Student Development

Everyone hopes to create a familial culture for their ambassador program; however, that is much easier said than done. Join the UT Austin ambassador supervisors to learn about the transition that The Guides of Texas made from on-campus job to a tight-knit community.

Finding the Best: Recruiting, Interviewing, and Training new Ambassadors
Support for the Frontline: Student Development

Does facilitating recruitment of new tour guides/ambassador leave you scratching your head? I get it, finding a student that can communicate their passions, act professionally, and command a room ain’t easy. At Cal Poly San Luis Obispo, our volunteer student ambassadors, with the support of staff, have created a robust recruitment and training program. This session will give you examples and practical tools to tackle common issues around recruitment including gathering a diverse pool, discovering the best candidates, effective training and creating buy-in. Come and learn from our mistakes, successes, and our plans for the future as we continuously seek to improve the strength of our University Ambassador program.

How FAU Maximized the Yield of their Campus Visit Program
First in the Know: Technology & Research

When tasked with significantly raising the profile of the freshmen class, while keeping the same size cohort, Florida Atlantic University (FAU), a public four-year institution in the State University System, shifted resources and efforts to improving yield. By increasing awareness about the Campus Visit program and on campus events, and implementing quick and targeted changes to the program, the admissions team was able to recruit a very competitive class and improve the overall enrollment yield.

How to Get There from Here
View from the Top: Development for Seasoned Professionals

Come enjoy a panel discussion hosted by professionals with over a century of combined higher education experience. Together they will share their own career path stories as well as strategies for developing their staff and programs. If you have an interest in growing within the profession or if you are looking for ways to mentor and support your staff; this is for you!

Recruitment and Outreach in the Community College: The Transitions Team Shares Tips, Stories, Best Practices, and Crazy Ideas that Connect Community to College
First Look: The Campus Experience

Recruitment and outreach in an open-access institution might not always fit a traditional model. The Transitions Team at Valencia College in Orlando, Florida has taken a unique approach to recruitment that focuses on increasing the college-going rates in our region, with a focus on messaging that “College is Possible,” and we can show you how to get there. Through a focus on high school recruitment and campus partnerships and a dedicated effort to elevate our on-campus experiences, a small team has been able to connect college to many students who didn’t think they were college material. This session will share the work of our team and how any community college can implement programming that meets the needs of their community.
On-Campus Recruitment: Getting everyone on your Campus to think like a Recruiter!
Primary Partnerships: Campus & Community Engagement

How do you get faculty and staff to buy-in to the idea that every event hosted on your campus is a recruitment opportunity? Visitor Services at Sam Houston State University has worked to create quality recruitment programs to be hosted on our campus throughout the year. The key to our success? Building relationships with our faculty members. Come learn about the steps we took to create great relationships and how we used them to build a new recruitment program that gets prospective students into hands-on sessions with our academic departments all year long!

Educational Session 5: Thursday, June 1st 11:40 AM-12:30 PM

Leadership “Bootcamp” – Dynamic Training for your Student Leadership Team
Support for the Frontline: Student Development

Student leaders are powerhouses! They often train new hires, provide peer mentoring, help manage large-scale events, and serve as role models to the entire ambassador body. However, student leaders are often expected to transition to their new responsibilities with limited training or guidance. Through our experience creating a budget-friendly, 3-day “Leadership Bootcamp”, we were able to provide practical training in personal awareness, conflict management, and leadership development, with incredible results. This session will focus on how to establish a dynamically interactive training program tailored to your needs that will empower mindful student leaders and encourage their professional growth. Come ready to share your ideas, best practices, and questions!

CIVSA 2.0
View from the Top: Development for Seasoned Professionals

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.
One in a Million: Creating Personal Moments that Matter at a Large University

Initial Impressions: Event Planning

At New York University, our Visitor Relations and Special Events team oversees many facets of the campus visit experience. For this session we want to focus on our large scale events that see approximately 4,000-7,000 visitors over two days. NYU is a decentralized, urban university that receives the largest number of applications out of any private independent research university: 63,000! Despite this size and with campuses across the world, we have been able to create moments of intimacy and community building at our events and hope attendees of this session take away potential solutions for their own institutions regarding how to create welcoming and enjoyable moments and atmospheres. We also will spend time focusing on behind the scenes work, including our outreach to campus partners, internal communications and our assessment strategy for all recruitment events. If you have any role in planning events, then this session is for you!

Recruiting and Retaining Quality Tour Guides

Support for the Frontline: Student Development

Coastal Carolina University has developed a tiered program for recruiting quality tour guides. We will discuss our process for recruiting the right fit for our organization starting from info sessions and club recruitment events to retaining these tour guides with opportunities to develop professionally. Our organization takes a team centered approach to recruiting, training and evaluating performance.

Data: If you don't Track it, did it Really Happen?

First in the Know: Technology & Research

Capturing, managing, and utilizing the information gathered from thousands of students that visit your campus every year is extremely important. Regardless of how difficult or time-consuming this process might be, understanding and collecting this data can revolutionize the way you run your campus visit program. In addition to collecting data from your guests, it is equally as important to review and assess this information to make adjustments, spot trends, and create new programs that can revitalize and invigorate your recruitment efforts. Student information and feedback is worth its weight in gold, and should be the driving force behind any recruitment decision you make.

Campus Partners: Friend or Foe?

Primary Partnerships: Campus & Community Engagement

But I want more than the campus tour! A common statement from many prospective students and their families. So what happens when a campus tour is not enough? Never fear, campus partners are here! How can Recruitment Offices and individual colleges and schools at a university work together to bring the best and the brightest to college? Come hear from one former Admissions Advisor turned program recruiter about how she navigates the waters of college recruiting as a campus partner.

Building your Overnight Experience

First Look: The Campus Experience

Overnight events can sometimes be challenging and a bit overwhelming. This session will explore the overnight experience and how the UIW community embraced the event turning it into one of the highest yielding events on our campus. We'll cover programming, scheduling, liability and logistics of planning a successful overnight event.
TBH, what’s up w/this texting thing?
First in the Know: Technology & Research

Texting is becoming the main form of communication for so many prospective students. We live in a society of instant gratification and short attention spans. Learn how Capital University implemented a communication plan to meet the needs of our applicant pool.

Educational Session 6: Thursday, June 1st 4:00-4:50 PM

Be more Emotional! Understanding the Necessity of Emotional Intelligence
Support for the Frontline: Student Development

According to a recent study, people with average IQ outperform those with the highest IQ 70% of the time. Why is this? Two words: Emotional Intelligence (EI). EI is the ability to recognize and manage your own and others’ emotions. This skill becomes critical for each Ambassador because they can make or break the college selection process for your prospective students. But how do you know if an Ambassador has high EI before you select them? What kind of questions do you ask in an interview and what are you looking for? This session will explore the best techniques to select Ambassadors based on high EI and will then discuss how to strengthen EI after selection.

CIVSA 1.0
View from the Top: Development for Seasoned Professionals

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!

Pat’s or Geno’s?
First Look: The Campus Experience

Are we talking about cheesesteaks or campus tours? Much like Philly is known for their delicious cheesesteaks, our personalized campus tours have become an essential part of our prospective student experience. With multiple tour times a day and a large student ambassador population, it is important to find a balance between consistency and individuality. Learn how we help our ambassadors cook-up their own tour based on their tastes and preferences, and still leave all of our customers enjoying the signature experience we’re known for.
# squadgoals: Developing a Student Leadership Team

**Support for the Frontline: Student Development**

The TOUR Ambassador Program at Oregon State University has had significant changes in recent years, including the creation of a student leadership team. This session will talk about the movement behind the leadership team, student roles and responsibilities, what has worked and what hasn't, and how this best serves students in their professional development (while also helping out professional staff)! Ideas for the future will be shared, with an open floor discussion on how to implement and navigate change within our ambassador programs.

**Understanding CAS Standards**

**First in the Know: 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 and actively participate, through practical application, how to apply CAS standards in the area of Cognitive Student Learning Outcomes. Enjoy an exercise on developing Student Learning Outcomes for your student team during this session.

**It Takes a Campus**

**Primary Partnerships: Campus & Community Engagement**

Having solid campus and community partnerships is essential in order to provide a unique, memorable campus visit experience to prospective students. In this session, I will explain how to utilize those quality partnerships to enhance the overall campus visit experience. I will discuss revamping faculty appointments, offering specialized campus tour options for transfers as well as students interested in specific majors or campus programs, providing unique interactions between campus partners and visiting students, and incorporating the community into the visit experience. Attendees will come to understand that through daily campus visits and large-scale events, partners have as much as, if not more, influence on the overall experience of the student.

**The Final Campus Visit: Hosting an Effective Admitted Student Day Event**

**Initial Impressions: Event Planning**

Admitted Student Day events are a great way for students to visit campus one last time before making their final college decision and putting down an enrollment deposit. To be effective, they must stand out from other campus events - like Open Houses - and help students to get a better feel for life at your institution. Come learn more about the steps to plan a successful admitted student day, how to best partner with campus departments and student organizations, and the small things that you can do to leave a lasting impact on a student. We will also discuss how to pair other events, like scholarship receptions, with your admitted student day event.
Educational Session 7: Friday, June 2nd 9:30-10:20 AM

College Road Trippin’: The Ultimate Guide to Getting out of the Office this Summer

Support for the Frontline: Student Development

During the summer, we take our tour guides on a college road trip to visit several other colleges and participate in their campus tour. We choose non-competitor schools of similar size within a 5 hour radius. Our guides always pick up a few "tricks of the trade" from other schools and their guides learn from us as well. It has served as a "team bonding" experience and has been especially helpful to our guides as they are reliving their college tour experience; except this time they're learning ways to become a better tour guide.

Why should I choose Michigan?

First Look: The Campus Experience

We have all heard the question, why should I choose your school? This is a question we address in our admitted student program, Campus Day. The University of Michigan receives over 55,504 applications a year, admits 15,871 for a class of 6,689. These top students from all over the world have college choices ranging from Ivy leagues to state schools which can make it tough for students to choose which school is the best fit for them. Our Campus Day program aims to create an admitted student experience that can accommodate a high volume of families and their individual concerns to decide if Michigan is the right fit for them. Learn how our admissions office and unit liaison in the Ross School of Business approach this challenge. This session is designed to present our approach and as an open dialogue between other large universities to learn about each other's admitted student experience.

In Sync: Harmonizing Freshman and Transfer Tour Efforts to Create a Custom Student Experience at a Large University

First Look: The Campus Experience

Generation Z expects to be able to customize all of their products and experiences, from their shoes to their campus visit experience. The University of Arizona has two different recruitment teams for Freshmen and Transfer students, two different applications and until now, two entirely separate visions for their campus visit experience. This session offers insight on how the University of Arizona’s Office of Admissions coordinated their Freshman and Transfer tour and group visit efforts to create customizable experiences for prospective students and groups. Discover what it takes to work toward our motto of “One Team, One Goal!”
How to Thrive in Middle Management: Lessons from a Pig & a Spider
View from the Top: Development for Seasoned Professionals

We’ve all seen the childhood cinematic favorite, Charlotte’s Web. While the film was designed to appeal to the smallest of movie fans, the messages uncovered throughout the movie can help middle managers be mindful of ways to improve in the quest to be a successful supervisor and model employee. During this session, we will discuss major themes from the movie including advocacy, types of people within a group, how they affect the workplace and what you can do about it. Come prepared to reminisce about a classic childhood favorite and then glean relevant tips to take back to your office and revitalize your team.

Achieving Excellence: The Impact of Campus Partners
Primary Partnerships: Campus & Community Engagement

At the University of California-Riverside, the Undergraduate Admissions-Campus Tours Office offers various types of tours: General Campus Tour; Engineering Lab Tours; Housing-Res Halls Tours; Campus Apartment Tours; Recreation Center Tours; and Admissions Information Sessions. Through collaborative efforts with various campus partners we are able to cover and present campus resources and student services in a more tailored approach. Campus Tour reservations are available via our Admissions online tours reservation site. Tour RSVP’s are made easily via our one stop shop for all tour types allowing families and groups to tailor their visit experience and schedule their daily visits as their schedule permits. Undergraduate Admissions-Campus Tours Office offers cross training for various student tour guide groups (i.e. Campus Tour Guides, Engineering Ambassadors, Housing Tour Guides and Recreation Center Stewards). Throughout these partnerships we engage in student staff bonding and social engagements to emphasize and maintain a sense of community.

Today in Admissions...using our CRM to Manage Staff
First in the Know: Technology & Research

In the busy Admissions environment it is often difficult to manage staff and projects. We tried multiple different project management platforms. Last summer we became a Slate school. Through Slate we were able to create efficient and easy to use methods to manage staff and projects!

#Advents, The New Power Couple: How to marry your Admissions and Events teams into one dynamic duo
Initial Impressions: Event Planning

How often does your Admissions team communicate with your event staff? Are you looking to strengthen the relationship or rethink the structure of your office, as it pertains to event planning? Come listen and share your experiences with us as we explain how merging these two offices under one Admissions umbrella helped execute a record-breaking event season. You’ll hear from both the Admissions and Events perspectives as we discuss the strengths, opportunities and challenges that come with this structural merge.
Educational Session 8: Friday, June 2\textsuperscript{nd} 11:30 AM-12:20 PM

**Coming Full Circle through High Impact Practices**  
*Support for the Frontline: Student Development*

Now more than ever, our institutions are under tremendous pressure to recruit, enroll, and retain a critical number of students to sustain needed revenue. Therefore, campus tour guides have never been more important to our ability to attract and enroll diverse and qualified students. One way to show how much we value our tour guides is to create a work environment that is fueled by high impact practices and avenues for them to develop and document the skills they need after graduation. The Lumina Foundation, the nation's largest private foundation focused solely on increasing Americans' success in higher education, has funded a project to help 12 colleges and universities across the country document student success in college on a co-curricular transcript. As we prepare to reenergize ourselves for another enrollment cycle, come learn how one institution is tracking experiential learning for tour guides. During this session, a supervisor and former student tour guide will hopefully challenge you to consider how investing in your tour guides can come full circle and reap rewards well beyond enrollment. Come join us for a lively discussion!

**Reimagining Large Campus Events**  
*First Look: The Campus Experience*

Discover how the University of North Dakota reimagined their Open House and Admitted Student Day events. These one-of-a-kind events were transformed utilizing student presenters, musicians, academic experiences, panels, and a special visit from the NCAA Division I National Hockey Championship trophy. Hear stress-free ideas on how to utilize past data to build future events that are both personalized and involve the entire campus community.

**Worry Bout Yo Self**  
*View from the Top: Development for Seasoned Professionals*

In visitor services, we prioritize the needs of our guests and the students who work with us. But who takes care of you? Using the True Colors assessment and scheduling pointers, you will have a chance to explore your strengths and identify opportunities for growth. We will look at ways to take better care of yourself without sacrificing the attention given to your students and visitors.
Big Fish in a Bigger Pond
Primary Partnerships: Campus & Community Engagement

The Campus Experience--Bringing a small school vibe to a large scale University!

Transitioning, Translating, & Transforming
Support for the Frontline: Student Development

Transitioning into a new position is not an easy feat, especially when the position involves managing a staff that has been established by your predecessor. As their new supervisor, you need to translate the preexisting expectations that have been set to meet your leadership style. Then you must transform the program to meet the new goals that you have developed. Come learn tips and tricks about these 3 T’s: Transitioning, translating, & transforming.

Transforming your Office Culture
View from the Top: Development for Seasoned Professionals

In this session, we will dive into methods of turning around an office that has been deflated, yet still has potential. We will look at how using consistent communication, cross-campus collaboration, and strong work ethic can drive the change you desire in the attitude and passion of your employees. Specifically, this presentation will focus on faculty relations, motivating the admission 'sales' team, holding team members accountable, and energizing a campus visit program.

Event Overhaul: Rethinking and Redesigning from the Top Down
Initial Impressions: Event Planning

Capital University went through a lot of changes in 2016: a new president, a new scholarship model and the FLSA changes. With our new President came a new outlook and priorities for the university. Dr. Beth Paul's main priority was increased visitors and improved visitor experience. Learn how we encompassed all that Capital is into a new structure for Open House and how the Admission Office has worked through these changes with campus partners.
Educational Session 9: Friday, June 2nd 2:30-3:20 PM

#Go First – Engaging in Social Media for Events
First in the Know: Technology & Research

West Virginia University holds over twelve events per academic school year where we effectively engage in social media outreach to prospective students before, during and after each event. At WVU we have repositioned ourselves to gain trust and loyalty within the environment Gen Z students are all too familiar with - the world of social media.

The Honeymoon Never Ends: How to maintain high Student Engagement
Support for the Frontline: Student Development

Maintaining high motivation and morale among a student ambassador team can seem like an unachievable feat. While new ambassadors bring their own enthusiasm with each recruitment cycle, repeating the same tasks and tours over time can lead more experienced ambassadors to burn out. How can we motivate an ambassador team with different levels of experience? While the campus visit programs at the University of Northern Colorado and UC Santa Barbara are different in size, we have embraced similar solutions to bring our students’ enthusiasm to an all-time high. In this session, we will discuss how our campuses have paired opportunities for growth with general incentive systems to engage our student ambassadors. Whether you are looking for advice on how to create leadership opportunities for your team or about how to build an incentive program, we will walk you through our successes and setbacks to help you motivate your team.

Pulling the Rope the Same Way: Collaboration between Departments to Create a Cohesive Student Training
Support for the Frontline: Student Development

Visitor Services at Sam Houston State University is part of the larger Division of Enrollment Management, which includes Admissions, Accepted Students & Orientation, Financial Aid, Career Services and the Registrar’s Office. In an effort to create a customer service minded division, the different departments work collaboratively to host a conference-style, week-long training for all student employees. This presentation will focus on the structure of the training and how the different offices come together to create a consistently friendly, customer-centered experience from campus tour to enrollment.
Join us as we take you on our journey toward creating Berkeley’s new state of the art visitor center. Opened in September 2016, the Koret Visitor Center incorporates all elements of innovation and the Berkeley brand to educate and inform the over 175,000 visitors to the campus annually. This presentation will focus on the critical relationship between branding and how you use it to reach and impact your audiences.

**Take the Initiative: Utilize data, cultural, and regional-focused programs to support your enrollment goals**

*View from the Top: Development for Seasoned Professionals*

Learn how The University of Texas at Austin’s Visitors Services team more closely tied efforts to our University’s enrollment goals. No longer just a “service,” we have worked to position campus visit initiatives at the center of strategic planning for our Office of Admissions. We’ll discuss how we use data to build increasingly effective recruitment strategies. We’ll share examples of cultural and regional focused programming and small, relatively inexpensive perks to recruit and yield diverse and talented prospective and admitted students. Whether you are a seasoned visitor services professional or new to the profession, we hope you will leave this session inspired to think strategically and armed with new ideas to consider adapting to your campus.

**The Group Visit: Recruitment or Requirement?**

*First Look: The Campus Experience*

Group visits often send a chill up the spine of Visitation professionals. With college access being the hot topic of the day, we argue that these visits are not about our Recruitment efforts. They are a Requirement that comes along with the duty we have as institutions of higher education. Come hear about how we have shaped a culture that values group visits, even if it never turns into one application.

**Instant Gratification for Transfer Students: How to Give Instant Admissions Decisions at a Large University**

*Initial Impressions: Event Planning*

Students typically wait weeks if not months to receive their acceptance letter but, at the University of Arizona, this doesn’t have to be the case for transfer students. If transfer students choose to participate in one of the Office of Admissions’ Wildcat Instant Decision Events, they can receive their admissions decision within half an hour! These events are held on campus and at community colleges, giving incoming transfer students the opportunity to finish their application at their own convenience. In this session, you will learn about the logistics of an instant decision event and how it’s possible to shorten the lifespan of an application to just half an hour.
Educational Session 10: Friday, June 2\textsuperscript{nd} 3:30-4:20 PM

The Engaged Team Delivers! Great Team, Great Results! Developing Leaders who lift others to Greatness

*View from the Top: Development for Seasoned Professionals*

Some of the biggest challenges leaders face, regardless of team size, include keeping a team motivated, engaged and focused. This session will share insights on how a small team in a large, multi-campus institution spread across 2 counties and 3 campuses, stays connected and productive. Attendees will learn simple principles, practical ideas, and communication tools (with a little bit of high-tech fun!) that they can use in their own teams. Attendees will learn the personal leadership characteristics and skills that spark the kind of energy and enthusiasm that make productivity and performance soar. Together, we will be challenged to unlock our team’s potential and share practical advice for transforming a group of individuals into a creative, results-producing team.

**May the Force be with you: Developing Student Professionalism and Accountability**

*Support for the Frontline: Student Development*

A long time ago, in a galaxy far far away, students responded to emails, didn’t have SnapChat, and intuitively knew how to navigate the workplace with general professional social skills. Are you having some issues with accountability, professionalism, and getting your team invested in the work they are doing? Join us for tips and discussion on how to ensure your student staff are meeting expectations and growing in a professional setting as leaders, while still allowing for them to be college students. Learn examples of what has been done at both a mid-sized liberal arts University and at a small private College to increase clear communication and accountability, determining disciplinary action vs learning opportunities, student engagement in their jobs, and more!

**Group Tours: HELP! My campus is overrun by students!**

*First Look: The Campus Experience*

Making higher education both familiar and attainable is the key component to creating a culture of completion. Learn how South Texas College builds a college-going culture for the communities we serve through age appropriate college tours and presentations. Colleges and Universities are consistently challenged with providing group tours – learn how South Texas College has developed the campus tour experience to connect with students and develop a greater relationship with learning and higher education. Group tours include elementary, middle and high school students. Best practices and lessons learned will be shared.
Time to break the ice!
Support for the Frontline: Student Development

Congratulations - you have a new group of tour guides that represent some of the best students on your campus! You now find yourself in need of an activity to help this group become actively involved in the training process. Ice breakers (or, you can refer to these as "group cohesive activities") serve an important purpose with your student tour guides. When you take the time to plan out your icebreakers, your students will not only get to know each other but also learn more about the goals of the tour program. Please come to learn and share about the wonderful world of ice breakers/group cohesive activities!

Challenging your Leaders: Intentionally Integrating Students into Visit Day Programming
First Look: The Campus Experience

To have a successful event there are many stages of planning and preparation. One of the critical pieces to our successful events is our fabulous students. Some programs have paid workers and some have volunteers. In either case it is still critical that we utilize these fabulous students in a manner that will benefit our programs, but also in a way that they feel they are valued and contributing to its success. This session will provide you with tips and strategies to put these students to great use and show off their unbelievable dedication to their university.

Successes & Struggles: Implementing a new Overnight Shadow Visit Experience
Initial Impressions: Event Planning

In order to offer our prospective Valparaiso University students a new visit experience, we decided to combine our overnight visit and visit programs into a shadow visit opportunity. Throughout this experience, we discovered that this new program did not require a big overhaul in resources. In this session, we will discuss how we implemented this idea - using strategies from our previous CIVSA conference - without starting from scratch. Successes, failures, and future changes from our first year running this program will be shared. Join us for a discussion on how to explore adding this vastly growing visit option to your future event planning.

Bringing the Community to Campus: Outreach to all Students along the Educational Pathway
Primary Partnerships: Campus & Community Engagement

The University of Texas at San Antonio (UTSA) provides outreach to the greater San Antonio community, elementary schools, middle schools, high schools, and to transfer college students. The Institute for P-20 Initiatives provides outreach through UTSA campus tours, presentations, and items requests from elementary and middle schools. The UTSA Undergraduate Admissions Welcome Center recruits the high school and transfer college students. This session will discuss the collaboration between the UTSA Welcome Center and P-20 Initiatives, discuss how we promote college and UTSA to the San Antonio (or visiting) communities, and provide data about feedback from the tours and special programs. Special collaborations and programs will be discussed including: daily tours, Dreamrunners athletic and STEM tours, UTSA Day, Virtual Tours, and more.