

From the CIVSA President-Elect



The Collegiate Information and Visitor Services Association (CIVSA) is an association that seeks to meet the needs of its members who work in a wide variety of ways within higher education and visitor services. In just 25 years, CIVSA has grown to over 1,000 active members who come from diverse institutions – public, private, religious, land-grants, community colleges, four year universities, large, small, urban, rural, and everything in between! We seek to partner with higher education professionals to help set standards of excellence in the field of information and visitor services. As the field of visitor services continues to grow, CIVSA can help you transform your visit experience for your prospective students and their families! The mission of CIVSA is simple: to provide knowledge exchange, research, and connections in an inviting arena that builds professional and personal relationships.

I remember when I was first starting out as a Tour Coordinator at the University of Tennessee. I was spending so much time trying to find resources on campus tours, tour guides, and planning university recruitment events. It was a constant struggle! When I stumbled upon CIVSA, I started researching the association and knew I had struck gold. After my first conference in 2007 at Notre Dame, I was hooked. I had finally found a group of people who truly 'get' what I do, and where I knew I would not only be able to build life-long friendships, but also grow professionally.

Fast-forward ten years, and I'm still actively involved with the association. Now a 'seasoned' professional, I still learn so much from this association. There are webinars, newsletters, online databases, regional events, and national conferences to soak up as much knowledge and resources as you want! I can honestly say that because of my connection with CIVSA, I have become more passionate, more inspired, and more knowledgeable about the visitors services field, and I am beyond excited to share this association with you!

So, whether you are brand new to working in visitor services or you are a seasoned professional like me, becoming a CIVSA member affords you the opportunity to share best practices, discover new challenges, build your professional network and advance in your career.

CIVSA offers so much to its members! Here's a few of the things CIVSA membership provides:

- Quarterly webinar discussions on a wide variety of topics concerning campus visits, student workforce, event planning, marketing & communications, and more
- The Welcomer, a quarterly newsletter full of articles written by our members that shares tips, strategies and valuable advice concerning visitor and information services
- 10-15 regional events each year, spread all across the country, giving our members and your students the opportunity to share information on training, best practices, and trends
- Access to the association's email listserv, giving you the opportunity to ask your visitor services question to over 1,000 active members
- An online job posting site, giving you access to current positions available
- Reduced registration rate for the CIVSA Annual Conference and early registration notice for CIVSA Annual Student Development Institute
- Access to a wealth of information through shared resources, including sample staff training manuals, sample tour guide contracts, large scale recruitment programs, sample job descriptions, and so much more!

On behalf of our membership, we are excited to see such tremendous growth in our association and in this industry. We know that CIVSA would be an incredible place for you to learn, grow, and develop your skills within visitor and information services, and we are excited for you as you consider taking this step in growing professionally with us!

Lama

Laura Stansell
The University of Tennessee

Conference Committee

Conference Committee Chairs

Megan Adams, University of Louisville
Patrick Pitoniak, Yale University

Local Arrangements & Transportation

Amy Danielson, Chair, University of Wisconsin-Milwaukee
Breana Farrell, University of Wisconsin-Milwaukee

Publicity & Promotion

Taylor Blair, Co-Chair, University of Kentucky
Corey Novak, Co-Chair, University of Colorado Boulder
Eric Brodsky, Adelphi University

Welcome & Volunteers

Jo Golden, Chair, Western Washington University
Genevieve Arnold, Indiana University-Purdue University Indianapolis
Jacqueline Garza, California State University, San Bernardino
Cindy Harkness, Indiana University-Purdue University Indianapolis
Rachel Jenkins, The University of Texas at Arlington
Andrew Tucker, The University of Alabama

Spirit & Traditions

Dustin Castro, Chair, University of Michigan
Katherine Dopulos, Syracuse University
Michelle Johnson, Bellarmine University
Dee Lambert, The University of Texas at Dallas
Jael Roschewski, University of Nebraska at Kearney

Sponsorships

Lindsey Darling, Chair, Saint Mary's University of Minnesota
Julia Bales, Baylor University
Allanda Hageman, University of Iowa



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Lexington, KY
40522-2057

The Collegiate Information and Visitor Services Association provides knowledge exchange, research, and connections in an inviting arena that builds professional and personal relationships.

That's why more than 500 institutions call themselves CIVSA member institutions. Join us today, then register for the 2018 CIVSA Annual Conference by visiting www.civsa.org.

Adelphi University Albany State University Albion College Ambrose University American University Anderson University Angelo State University Antioch Community College Arizona State University Arkansas State University Armstrong State University Auburn University Auburn University at Montgomery Augustana University Augustana College Augustana University Azusa Pacific University Baker University Baldwin Wallace University Ball State University Bard College Barton College Baylor University Bellarmine University Bentley University Berea College Berry College Brigham Young University Biola University Birmingham-Southern College Bob Jones University Boston University Bowling Green State University Brandeis University Brigham Young University Bryant University Bryn Mawr College Bucknell University Butler University Cabrini University Cain University Cal Poly San Luis Obispo California Baptist University California Institute of Technology California Lutheran University California State 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The Collegiate Information and Visitor Services Association



ROAD
TO
CIVSA



From the CIVSA President



The Collegiate Information and Visitor Services Association (CIVSA) serves as the gateway for campus visit professionals within higher education. We invite you to join us as we celebrate 25 years of excellence. As the association and industry continue to grow, we hope you join a network of over 1,000 members from over 500 institutions. CIVSA's primary pillar of success lies within its member community. Becoming a CIVSA member opens the door to many ongoing professional and personal opportunities, including committee leadership roles and Board positions, networking events, webinars, conferences for professionals and students and much more.

In 2017, CIVSA hosted its Annual Conference in Philadelphia, PA, where we welcomed our largest conference to date with over 550 participants, from 45 states and 5 countries. Past attendees indicate that when they attend a CIVSA event, they “find their people,” and we work hard to maintain that inviting arena that builds professional and personal relationships.

With our growth, we maintain opportunities to share best practices, exchange knowledge and make lasting connections. This year our focus is on brewing up the best in Milwaukee, Wisconsin for the CIVSA Annual Conference in June 2018! Milwaukee will set the tone for what will surely be a memorable conference experience. Please review this brochure for information about all the great opportunities that will be available to attendees.

We would like to thank those schools that are opening their campuses for tours during the Annual Conference: University of Wisconsin—Milwaukee for hosting our opening session, pre-conference tours at Concordia University and Milwaukee Area Technical College and post-conference tours at Marquette University and Milwaukee School of Engineering.

If you have any questions or need additional information, be sure to check out our website: www.civsa.org or email our Event Coordinator, Betty Spengler, at events@civsa.org. We can't wait to celebrate 25 years of excellence with you in the wonderful city of Milwaukee, Wisconsin!

Tim Lipman
Illinois Institute of Technology

Conference Schedule

Tuesday, June 12

- 8:00 a.m. Conference Registration Opens
- 9:00 a.m. Pre-conference Tours*, Concordia University or Milwaukee Area Technical College (MATC)
- 9:00 a.m. Board Meeting
- 1:30 p.m. Transportation to University of Wisconsin Milwaukee (UWM)
- 2:00 p.m. Opening Session & Speaker
- 3:00 p.m. Campus Tour, UWM
- 5:30 p.m. Presenter/Facilitator Training
- 6:00 p.m. CIVSA Connections Leader Training
- 8:30 p.m. Member Appreciation Reception

Wednesday, June 13

- 8:45 a.m. Conference Welcome
- 9:15 a.m. Keynote Speaker
- 10:30 a.m. Educational Sessions
- 11:30 a.m. Educational Sessions
- 12:30 p.m. Lunch
- 2:00 p.m. Educational Sessions
- 3:00 p.m. CIVSA Connections
- 4:00 p.m. Educational Sessions
- 5:30 p.m. First Timers Reception
- 6:30 p.m. Dinner on your own
- 6:30 p.m. Shuttles to 3rd Ward and Brady Street

Thursday, June 14

- 9:00 a.m. Educational Sessions
- 10:00 a.m. Educational Sessions
- 11:00 a.m. Regional Meetings & T-shirt Exchange
- 12:30 p.m. Lunch
- 1:30 p.m. Vendor Fair
- 2:30 p.m. CIVSA Connections
- 3:30 p.m. Educational Sessions
- 5:30 p.m. Milwaukee Experience
- 7:30 p.m. Shuttles to 3rd Ward and Brady Street

Friday, June 15

- 9:30 a.m. Educational Sessions
- 10:30 a.m. CIVSA Connections
- 11:30 a.m. Educational Sessions
- 12:30 p.m. Business Meeting, Lunch, 2019 CIVSA Annual Conference Reveal
- 2:30 p.m. Educational Sessions
- 3:30 p.m. Closing Speaker and Closing Session
- 6:00 p.m. Closing Dinner and Awards at Harley-Davidson Museum

Saturday, June 16

- 9:00 a.m. Post-conference Tours*, Marquette or Milwaukee School of Engineering (MSOE)
- 9:00 a.m. Board Meeting

All times Central | *Prior registration required

The CIVSA Annual Conference

The CIVSA Annual Conference schedule is filled with opportunities for growth and community building. We organize the conference to include many different mediums for professionals to gain inspiring knowledge, including campus tours, small group meetings, regional meetings and more. One of those mediums is conference speakers. Learn about this year's three speakers below, then head to www.civsa.org to see their complete biographies.

Opening Speaker



Chancellor Deborah Ford, University of Wisconsin-Parkside

Dr. Debbie Ford, Chancellor of the University of Wisconsin-Parkside, is a strong believer in community engagement and building partnerships. In addition to her responsibilities leading one of the most vibrant communities in the UW System, Dr. Ford serves as a board member for community and economic-development organizations throughout southeastern Wisconsin. Nationally, Dr. Ford is a member of the Council for Adult and Experiential Learning (CAEL) Board and recently completed a term on the NCAA Division II Presidents Council. Dr. Ford holds her B.S. from the University of Louisville, her Master of Education from Indiana University, and her Doctor of Education from the University of Louisville.

Keynote Speaker



Bill Capodagli

In the past decade, Bill Capodagli has become the most sought after speaker on the cultures of Disney and Pixar, specifically how Walt Disney's original success credo – Dream, Believe, Dare, Do – may be implemented in organizations. He is the best-selling co-author of *The Disney Way*, *The Disney Way Fieldbook*, and *Innovate the Pixar Way*. Bill has benchmarked The Walt Disney Company and has assisted scores of organizations create a customer-centric culture, develop their leadership, and instill a long-term innovative spirit within their employees at all levels. Bill was a director on the Extended Services faculty of the University of Southern Indiana from 1991-1993. Bill holds degrees in economics and mathematics from Illinois State University.

Closing Speaker



Tim Hoelster

Tim Hoelster retired from Harley-Davidson after a distinguished 30-year career, serving as Harley's first General Counsel and later as Vice President, Government Affairs. He was the only outsider among a group of executives who purchased Harley-Davidson in a leveraged buyout in 1981. The turnaround achieved by that courageous group is one of the most inspiring stories in US business history. Tim's account of the obstacles they overcame is full of lessons. Tim received his Bachelor of Arts in History from the University of Wisconsin-Madison and a J.D. from Harvard. Tim is president of the Board of Harbor Commissioners for the City of Milwaukee, Treasurer of Harbor District Inc. and a guest lecturer at Georgetown Law.

Education and CIVSA Connections

The 2018 CIVSA Annual Conference will include over 60 Educational Sessions, each covering topics related to the information and visitor services industry in higher education.

Each Session will fall into one of seven educational topics: First Look: The Campus Experience, Support for the Frontline: Student Development, View from the Top: Development for Seasoned Professionals, Primary Partnerships: Campus & Community Engagement, Initial Impressions: Event Planning, Staying Current: Technology & Research and Behind the Scenes: CRM & Event Management Platform.

During small group meetings, known as CIVSA Connections, your group will choose what topics to discuss. These meetings are arranged to allow you to interact with colleagues from institutions similar to yours in size and organization. This is your chance to connect with other professionals in the field, share best practices and offer your expertise. And they are also a great way to meet other people to share meals and conversations with throughout the conference.

“Unlike any other”

Don't just take our word for it. Read these reviews of the CIVSA Annual Conference.

“CIVSA Annual Conference will leave you refreshed and excited about the new ideas and connections you have gained. This is unlike any other organization I have been a part of. You will leave Annual Conference rejuvenated and ready to conquer a new admission/visitor cycle.”
— **Ilana Ciccone, St. John's University**

“After attending the CIVSA Conference, I felt much more confident in the work I do and the impact I have on others. Knowing I have support from colleagues across the country gives me peace of mind when I face a new campus visit challenge.”
— **Jean-Luc Veillon, Bellarmine University**

“I have been fortunate to be able to attend several CIVSA conferences. From thought provoking, idea generating educational sessions to powerful keynote speakers, my mind is refreshed and I am inspired at the conclusion of the conference. The opportunity to connect with fellow colleagues from such diverse institutions who are at the forefront of visitor services is invaluable.”
— **Eric Brodsky, Adelphi University**

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Our host hotel this year is the Hyatt Regency Milwaukee. The Hyatt is offering a rate of \$169 per night plus taxes to Annual Conference attendees. We recommend you reserve as soon as possible, as the block will likely fill early.

We've also got some insider tips for exploring the naturally gorgeous city of Milwaukee:

Be sure to visit the lake. Bradford Beach was named one of America's favorite urban beaches.

Hike, run or bike 125 miles of nature trails, from river ravines to the summer-festival scene.

Be a taste tourist. The Milwaukee south side is famous for churros and custard.

Take a ride on the wild side with a true Milwaukee original: Harley-Davidson, which you'll experience during the Closing Dinner.

On top of all these amazing experiences, we are also planning a special Milwaukee Experience event for all conference participants.

Milwaukee General Mitchell International Airport (MKE) is located 10 miles from our conference hotel. Visit www.civsa.org/2018-conference to reserve your room and learn more about transportation options.

Campus Tours

Pre-conference Tour Options

Concordia University
The University and its 10 educational centers are home to 8,161 undergraduate and graduate students from 46 states and 28 foreign countries.

Milwaukee Area Technical College
MATC encompasses four blocks in the city's diverse West Town area and stands out for its historic architecture and downtown skywalk system.

Opening Session and Campus Tour
University of Wisconsin Milwaukee
Wisconsin's only public urban research university, UWM educates more than 26,000 students. UWM has R1 research status and offers more than 191 degree programs.

Post-conference Tour Options
Marquette University
Marquette is a Catholic, Jesuit university located near the heart of downtown Milwaukee and offers a comprehensive range of majors.

Milwaukee School of Engineering
MSOE is a small, private non-profit university in downtown Milwaukee and offers degrees in engineering, business, math and nursing.