CIVSA Book Club: A discussion on “The Disney Way” with author Bill Capodagli
After listening to the CIVSA Annual Conference 2018 Keynote Speaker, Bill Capodagli, gain a better understanding of the topics highlighting the Disney Company’s strategies for success in the bestselling book, The Disney Way. Bill will be in attendance for this special book club session and will help strengthen participants’ understanding of the themes and examples explained in the book, such as how to encourage your employees to be creative and feel empowered. This is a great opportunity to ask any questions you might have on the topic and gain new insight from Bill on the stories mentioned in the book and the techniques he helped shape and develop.

The Big Kid Job: Making the leap from student staff to professional staff and creating a pipeline for success in the admission profession
Support for the Frontline: Student Development
Did you discover your passion for higher education by working as a student employee on your campus? As admission offices, oftentimes our greatest resources are in our midst - our very own students. Our student ambassadors, tour guides, and interns are well equipped to represent various aspects of our schools and programs, yet often end up leaving our colleges and universities for other professions. While the skills they gain under our leadership are valuable for a wide variety of work, how can we better recruit and engage our very own students to prepare them for careers in our profession? In this session, we will share some insight into how Pepperdine University has shaped our student ambassador and intern program to help students explore the field of higher education as a career option and aid them in the transition to becoming young professionals.

#WildcatReady: Creating an Admitted Student Day from the Ground Up
Initial Impressions: Event Planning
This presentation will focus on how The University of Arizona took the past year to gather ideas from CIVSA presentations, propose, plan and implement their first Admitted Student Day in the Spring of 2018. We’ll share the details from our initial schedule, to marketing plans, and how we proposed our budget to the Vice President for Student Affairs and Enrollment Management. Come learn how we narrowed down a wide-ranging day in order to highlight the student experience on our large campus and give new students a preview of what life’s like on our campus and how our team got them #WildcatReady!

Campus Visit Makeover...On a Dime!
First Look: The Campus Experience
Join members of the Villanova Office of University Admission for a comprehensive look into how the visit experience was enhanced over the 2017-18 school year while working within the existing framework of staff and budget. Using our CRM, data was leveraged to make informed decisions and changes based upon how the visitors interact with our community. Although visitor feedback had been positive, we knew we could do even better to make our guests feel welcome. Through this internal audit, we came upon three major changes: First, we restructured our student volunteer program combining two large, competing organizations, into one which has allowed our office to better invest in them both through staff and resources. Second, we revamped our
Nova Nation Presentation and campus tours by decreasing the presentation time and increasing the distinctive Villanova story. Third, to meet an increasing demand in campus visitors we added new visit opportunities (Junior Preview Day, Nova at Night, and Copy-A-Cat shadow program). We made all of these changes and more without spending a single extra dollar, and as a result our feedback is better than ever and our staff and student tour guide morale is at an all-time high.

**Incorporating Technology in the Pursuit of Excellence**

*Staying Current: Technology, Research & CRM/Event Management Platforms*

Feeling the pressure to do all the things? This session will explore ways to incorporate technology to help you better manage your time, your students, and your events. Topics of discussion include: how incorporating product management software keeps students on task and communicating; free apps for managing volunteers and paid students; & utilizing a mobile software app for self-guided tours.

**Garnering an Institutional Commitment to Your Campus Visit Program**

*Primary Partnerships: Campus & Community Engagement*

This session will share some of our best practices on articulating the value of visitation programs to faculty partners, support departments, administration and the community. Come hear our recommendations for creating and disseminating your campus visit strategic plan and leveraging data and student staff to develop and maintain committed campus-wide partnerships. Spoiler alert: You may think this approach starts from the top-down, but we think a more successful model should start from the inside(admissions) -out!

**Connected through Communication: Keeping a Large Group on the Same Page**

*Support for the Frontline: Student Development*

The beauty of having a large team of student ambassadors is that a wide diversity of personalities, ideas, and strengths can work toward accomplishing your office’s goals. However, the unfortunate challenge to having a large team is making sure that everyone is on the same page. Does everyone know the correct, ever-changing facts and figures of the university? Are all voices being heard? At UC Santa Barbara, we have implemented communication tools and crafted open platforms for all students to give feedback, ask questions, and effectively stay up to date with changes to the campus. Come learn how we have used Slack messaging and other methods to create a connected culture.

**Educational Session 2:**

*Wednesday, June 13 11:30am-12:20pm*

“*What Year Are You?” and Other Questions You Might Hear as a Young Professional*  
*View from the Top: Development for Seasoned Professionals*

Distinguishing yourself as a young professional can be difficult. Join us for a discussion regarding what we have brought to UT Austin from our alma maters, transferable skills we gained as tour guides and how we are continuously mistaken as undergraduate students. This session is recommended for any young professionals who are still trying to navigate their role as a full time staff member (even if you were not a tour guide in college!).

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*2018 CIVSA ANNUAL CONFERENCE*  
June 13-15, 2018 Milwaukee, WI  
*Celebrating 25 years of excellence*
Mission and Vision: Is it Hurting or Helping?

Initial Impressions: Event Planning

Most mission and vision statements are lost on our back webpages. Learn how Visitor Services at SHSU revamped our mission and vision statements, and how it completely revitalized our entire office, staff, and programs! The culture of our office is so changed and we’re doing incredible things! With a clear direction, our staff is making big moves!

Red, White (or) Blue?: Visitor Concerns in Today's Political Climate

First Look: The Campus Experience

Free speech, protests, social activism, and safety. In today's politically charged environment, the concerns of parents and prospective students are shifting, creating new challenges for Admissions and Visitor Center staff. This session will analyze observed trends over the past year and provide some suggestions and best practices on how to prepare for tough questions that may come up so that your institution can be proactive rather than reactive.

April is Coming: Insight to Engaging Admitted Students on Campus

Initial Impressions: Event Planning

Over the years, we have seen an increase in the number of admitted students visiting during the month of April. In this session, we will tackle how to plan large open house events that connect visitors with the Emory campus experience. In addition, we will discuss how to customize daily visits so that every admitted student feels celebrated. We will cover everything from campus and student engagement, to logistics regarding space and parking issues. As a mid-sized university, the material covered will be applicable to a wide range of institutions.

Tips & Tricks to Manage Your Student Staff Effectively

Staying Current: Technology, Research & CRM/Event Management Platforms

Looking for ways to manage student staff, with minimal time and effort? Supervisors with both small and large numbers will benefit from this session, as it will provide multiple options and hands on experience with applications that are free and accessible by mobile device or computer to reduce individual communication. These applications and processes can also help your student team take more ownership of themselves and each other. Leave with a game plan to start your next tour and event season on the right foot!

Vermont: You CAN Get Here From There

First Look: The Campus Experience

Burlington, Vermont is an awesome college town. We know so and the experts agree. Travel and Leisure Magazine has named Burlington a top college town in America. It’s also known as one of the healthiest, happiest and most appealing cities in the country, drawing 15,000 college students a year. But, there are only 6,000 high school seniors in Vermont and they all are not staying in state for college. Recruiting students from outside of Vermont is a must for our intuitions that creates a challenge as the typical hundred mile radius from campus presents farm land, a lake, and the Canadian border. This session will highlight how two very different institutions, Saint Michael’s College, a small, Catholic, liberal arts, residential college, and the University of Vermont, the premier state university effectively utilize student ambassadors to recruit students to call Vermont home for their college years.

The Tour Guide Theory of Evolution: Transforming an Ambassador Program at a STEM Institution

Support for the Frontline: Student Development

Students at a STEM-focused institution operate on a completely different wavelength than their peers at other types of schools, and an ambassador program should be shaped to meet their unique needs, wants, and goals. Learn how one admissions officer inherited a dysfunctional tour guide program and flipped the script to begin creating a community on campus that students find exciting and rewarding.
Educational Session 3:  
Wednesday, June 13 2:00-2:50pm

Finding Your A-Team: Raising the bar during hiring to improve overall quality of your Tour Guide staff

Support for the Frontline: Student Development

Each year as the number of visitors on campus continues to rise, we are faced with the challenge of growing our Ambassador staff without sacrificing the quality of our tour program. We find that increased recruiting efforts may yield more applicants, but it is difficult to maintain the same level of enthusiasm and commitment beyond the hiring and training process. For this reason, we have implemented a “Debut Tour” audition at the end of our hiring process where applicants present part of our campus tour as if they were already Ambassadors. In this session we would like to discuss this audition along with other subtle changes that we’ve made to our hiring process and how they have improved the quality, diversity and longevity of our University Ambassador team.

Gold Visit: A VIP Experience

Primary Partnerships: Campus & Community Engagement

UAB has offers a completely unique visit program called the Gold Visit - A VIP Experience. These visits are invitation only to high ability students, and are completely customizable with schedules varying throughout the day. We have had great success with enrolling and retaining these students, largely in part to the dedication and willingness of UAB faculty and staff to meet with prospective students. At UAB 119 Gold Visits were planned Spring 2017 and 145 Gold Visits in Fall 2017 with 56 of those being in the month of October alone. Gold Visits are in addition to regular campus tours, special interest sessions and group tours. Our goal is to provide the students with a hands on experience where they can make the best decision as to which school is right for them. We do so by engaging campus partners, faculty and staff as well as student leaders in the visit process. From invitation, to campus engagement, to student involvement, we will outline ways to create a VIP visit program from scratch and how to grow to a point where utilizing the CRM as well as personalized websites is necessary.

How Growing Numbers & Growing Selectivity Affect the Visit Experience at Northwestern

First Look: The Campus Experience

As college applications spike and visitor numbers grow, our Gen Z audiences demand increasingly individualized attention and experiences. How do we manage the crowds while keeping the campus visit experience personal? This session will share perspectives from the Visitors Center team at Northwestern, where application numbers have grown from 21,000 to 38,000 over the past decade, and annual visitor numbers have topped 60,000 in recent years. We’ll discuss how the staff has empowered student employees, maximized use of a new space, and seized opportunities to tailor visitor experiences to individual students, even as the number of prospective students on campus has grown dramatically. We’ll also discuss how we’ve introduced these new visit experiences without creating an additional strain on our full-time professional staff.

The Interview: Leveraging on-campus interview programs to connect with students and increase yield

First Look: The Campus Experience

Does your institution offer on-campus interviews as part of the campus visit experience and/or application process? Thinking about starting or improving an interview program? This panel will discuss how we utilize interviews to connect with prospective students, enhance the campus visit experience, and increase the
potential yield rate of students who complete an interview. We will also discuss the different types of interviewers (student employees, admission staff, and alumni volunteers) in addition to training and professional development for those interviewers. You will leave this session with knowledge of how to implement a program, what type of program could best suit your institution, and how the interview is mutually beneficial for prospective students and admission officers. Anyone is welcome to attend this session - no interview required!

Tour Guide Selection, Training and Retention
Support for the Frontline: Student Development
UAB selects trains and mentors 45 student tour guides each year, otherwise known as TrailBlazers. This session is intended to provide information on how we select, train and retain our student tour guides. We do pay our TrailBlazers a scholarship each semester but it takes a lot more than $400 to keep them coming back!

The Art of Event planning: How to run an admissions event from the perspective of a artist.
Initial Impressions: Event Planning
Event planning can be overwhelming from the big picture to the smallest details. As an artist and sculptor, I take on events in the same was as I would take on making an art piece. Starting with writing and sketching, to having artist critiques/pre-planning discussions, to making the actual piece/running the event, learn how making art work and running events are one in the same. Join us to learn how the School of the Art Institute of Chicago runs events for our prospective students, our different types of events, and how to think about events as truly an art. This session is relevant for those with looking to plan events for specific recruitment populations as well as general admissions event planning. I will discuss both prospective and admitted student events.

Lessons Learned: Using a CRM for Events & Visits
Staying Current: Technology, Research & CRM/Event Management Platforms
Eastern Washington University started using its CRM in 2015. We started texting in 2016. In 2017 we integrated all our digital channels for tours and events. And wow, did we make some mistakes. This session will include a highlight reel of our greatest errors, how we fixed them, and the steps you can take to avoid them. You’ll learn valuable strategies for setting up registration forms, creating event/tour communications, and continually improving student and guest experiences.

Educational Session 4:
Wednesday, June 13 4:00-4:50pm

Creating a Dynamic Mentorship Program
Support for the Frontline: Student Development
The Office of Admissions and Student Recruitment at CSUSB has implemented a dynamic mentorship program, Coyote GROW! See how we have borrowed Iowa GROW and made it our own! Come and discover why CSUSB has been successful in creating a program that guides paraprofessionals (student assistants) to be successful both in their career and their education. Coyote GROW has proven to help students make meaningful connections between what they are learning in the classroom and learning in their job, through feedback
provided by their Supervisor. In return, the student workers display increased commitment to their job within
the office and the university. In addition to improved job satisfaction and mood. The implementation of this
program, allows for student supervisors to foster student success both within and beyond the classroom.

Elementary and Middle School Campus Tours: I want to bring all my 5th graders to your campus tomorrow!
First Look: The Campus Experience
Elementary school students ‘ooo’ and ‘aww’ as they walk around campus, and middle school students are more
scared of you- than you are of them. Learn interactive ways to entertain and educate younger visitors (4th-8th
graders) coming to your campus and plant the seeds of a college-going culture. UTSA’s P-20 Institute shares
processes to help make the younger (and often larger) group tours manageable, safe, and tons of fun for any
age group. On campus activities to keep young ones entertained will be discussed like scavenger hunts, lab
demos, and career exploration inventories. You will walk away with items and information on how to
create/adapt for your own institutions’ group tours.

Experiential Campus Visits #campusvisit #dayinthelife #futurehilltopper #Austin #Bats #Seniors #college
Initial Impressions: Event Planning
From facts and figures to Living Learning Community meetings & “herd time,” we’ve steadily moved our visit
programs towards more experiential-based visit programs. From low hanging fruit, like updating campus tours,
to creating new visit programs and offering tours of Austin, TX we’ve created engaging and authentic
experiences that our visitors want to capture. This session will have you thinking of ways you can say no to
tchotchkes and yes to snapchat.

We Come in Peace: Working together to serve students
First Look: The Campus Experience
The world of college recruitment is constantly changing, and universities are always trying to find new ways to
connect with their prospective students. What happens when the campus tour isn’t enough, and the student has
specific questions the admissions office can’t answer? How do you make sure the high ability students feel extra
special on their visit? Who do you talk to when a student wants to sit in a major specific class? Program
recruiters, or recruiters housed in specific colleges and schools, are becoming more common but how do they fit
into the overall recruitment strategy? Come talk with a panel of program recruiters about how they work with
their respective admissions offices and visitor centers to better serve prospective students.

Recapture Your Spark: Refocus and Realign Priorities
View from the Top: Development for Seasoned Professionals
Ever have things not progress in a way you never anticipated? As seasoned professionals, we know things
sometimes happen that we didn’t expect, but we have to go on or get out. This session will review how two
teammates came together to realign their focus when their two teams combined. We will discuss how
rethinking priorities and goals has helped to recapture the spark in our roles at Arizona State University. We will
touch on “The 7 Habits of Highly Effective People,” how to use Predictive Index to understand your work style
and to work better with your team, and how to use the Oola mindset to find balance in an unbalanced world.
This session will give you several tools and resources to help you look within to find your spark and turn it into a
passion.

Let’s Get Personal
Staying Current: Technology, Research & CRM/Event Management Platforms
Over the years, we have realized that students just don’t answer the phone, at least not like they used to. With
30 student Ambassadors calling for 6.5 hours a week, we ran into an issue of burn out within our team, but an
even bigger issue of an ineffective use of hours. In an effort to re-purpose some of those Ambassador hours
each week (while also hoping to boost job morale), we decided to take on the project of creating a personalized
acceptance video for EVERY accepted student. Yeah, we know it sounds crazy! But our hope is that through
increased personalization in our communication, we will see not only a better yield this year, but increased morale and retention amongst our Ambassador team.

**Microaggressions: How to minimize unconscious bias in your tour and create inclusive environments**

*First Look: The Campus Experience*

"Where are you really from?" "You speak such good English!" "I have black friends so...". 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 service professionals, our goal is to create welcoming environments where all members feel safe, included, and excited about your campus. This interactive session is designed to provide space to dialogue, create awareness surrounding the common occurrences of microaggressions and how they may manifest on a campus tour, and provide you with numerous tangible, practical techniques to minimize microaggressions on your tours, office culture, and daily interactions.

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**Educational Session 5:**

**Thursday, June 15 9:00-9:50am**

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**Groups are like a box of chocolates...So let's be prepared for whatever we get!**

*Initial Impressions: Event Planning*

Enjoy an entertaining and informative presentation designed to prepare you for successful group visits. Here at Central Washington University, we’ve been diligently working on honing in on our group visit experience over the last year to create a more seamless process. We will show you how we schedule visits and communicate with a new group about the agenda and our expectations. Our discussion will also include what to do when best laid plans fall to pieces! The presentation will include details about visits for students in elementary, middle, or high school, as well as for transfer students from local community colleges. Our goal is to bust out all of our group visit tools, teach you how we use them, and send you on your way to group visit success! We will also weave in time for our guests to share their tips for success and ask questions during the presentation.

**It’s a Small World After All: Bringing Together Your Campus and Town to Create Successful Recruitment Events**

*Primary Partnerships: Campus & Community Engagement*

At West Virginia University, we realized early on the importance of including the entire campus of WVU and the town of Morgantown in our campus wide events. Over the last two years, we have worked with our campus partners, including college recruiters and communicators, to create a stronger and more beneficial campus visit experience. Within the last year, we have partnered with the Morgantown Convention and Visitors’ Bureau to highlight the town of Morgantown- the future home to our students. Because our partnerships have grown, so has our attendance. Join the Office of Admissions at WVU as we talk about how to form these crucial partnerships, and make them last, to achieve a successful campus event.
Taking the Leap to Try New Events
First Look: The Campus Experience
Change is hard, but also sometimes necessary. For KU, change for our fall visits was needed and well, it worked! But, it wasn't without hesitancy and a need to get stakeholders involved and on board. Our change to an open-house style event came to fruition with a lot of planning, hard work, and an event mobile app. Instead of hosting multiple fall visits (formerly known as Senior Days), we combined them all into one large campus-wide event. We also learned to "let go" and allow families to navigate campus on their own. The visit ended up accommodating many ages, and was a hit! Come and learn the process in which the University of Kansas successfully changed to an open-house style event.

CIVSA 2.0
View from the Top: Development for Seasoned Professionals
This session 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. The panel of former CIVSA Presidents will share their strategies for achieving a healthy work-life balance while advancing your career. This eclectic group will also review ways to use your CIVSA network to avoid burnout and relieve stress. Bring your questions to this interactive session and learn how you can utilize CIVSA to your advantage personally and professionally.

Out of Your League: Developing a "Super" Student Staff
Support for the Frontline: Student Development
The campus ambassador program at UW-Parkside is experiencing a season of transition. From turnovers to takeovers, come hear how our program is taking on a new structure to become one of the most coveted leadership roles on campus. This session will cover ambassador topics such as: -Training & Development -Recruitment - Recognition & Retention -Program Structure - and much more!

Managing the Mess: How Trello and Basecamp Improve Office Productivity
Staying Current: Technology, Research & CRM/Event Management Platforms
Is your desk covered in sticky notes? Do you have to-do lists everywhere you turn? During this session, we will demonstrate how our university utilizes two online tools, Trello and Basecamp, to keep our lives organized. These platforms can assist with daily and on-going to-do lists, office organization, special projects, event planning, and more!

Educational Session 6:
Thursday, June 14 10:00-10:50am

Group Tours: The Revamp Edition
First Look: The Campus Experience
Group tours: we love ‘em, we hate ‘em. They’re late, they add extra students last minute, they don’t even show, and don’t even get me started on the dramatic high school counselors. I mean, what gives? Is there any way to solve the never ending difficulties with these groups? Probably not, but we can try! During this riveting presentation, we will discuss the ways that Oregon State has revamped the basic, unstructured group visit.
Topics discussed will include, but are not limited to, the registration process, policies and expectations, presentations, and ambassador ownership because let’s be real, group tours are so much more than this! The demographics we serve are truly important, and we want them to have a rewarding experience and leave knowing that college IS possible.

Incentivizing on a Budget
Support for the Frontline: Student Development
Don’t have the financial resources of Mark Cuban? Can’t afford new attire for your student ambassadors every year? With budgets being cut across campuses, many schools are having to get creative with more limited resources. At Valparaiso University, the admission office was not immune - including our budget for visitor services. This session will examine how we try to keep our tour guides motivated without breaking the bank.

Let’s Talk Overnights
Initial Impressions: Event Planning
Overnight visits tend to be difficult to plan - logistics, dates, not having enough hosts, etc. This presentation will showcase the four types of overnight visit options at Valparaiso University that are only different by what is offered on the second day, including a new event that surrounds one of the campus’ favorite traditions. Hear how our strategy to vary registration numbers has provided opportunities for prospective students to get something new out of each type of visit. With over 125 Overnight Student Ambassadors, learn about our student-employee position structure, how we handle schedules, and how we create buy-in through a reward system, socials, and a mentor program.

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 professional, make friends, and have fun!

Transforming the Campus Visit Experience
First Look: The Campus Experience
Have you inherited an old-fashioned and out-of-touch Campus Tours and Events program? Are you looking to revamp your campus tours and admissions events? Has your campus tours and events unit played an integral role in your Admissions, Recruitment and Enrollment operations? This presentation will take you back to the basics and discuss these issues, and give you an insight on how CSUSB is rethinking the way they conduct campus tours and put on admissions events. Learn how you can use your campus tours and events unit as a tool for recruitment, yield, and enrollment. CSUSB has creative ideas that will ensure you bring more visitors to campus and yield targeted students for enrollment. CSUSB is now prepared to move forward with best practices and ready to play an integral role in the admissions and student recruitment operations.

Hostile Takeovers or Successful Succession
View from the Top: Development for Seasoned Professionals
Taking over a student tour program is a challenge – if your predecessor leaves, you’re starting from scratch. If they stay on staff, they’re constantly watching over your shoulder. Come learn how I implemented much-needed structure to our tour guide program and then later set up their new supervisor for a smooth transition. This session will focus on brutally honest challenges, how to deal with growing pains and push back, and share tips for how a little bit of planning can save your colleague from facing some of those same challenges in the future.
"The tour guide made the difference" Training Future Leaders!

Support for the Frontline: Student Development

“My leadership, public speaking, and interpersonal skills have proven to be some of my most valuable in the workplace, and I owe it all to my experience being a tour guide!” – Erin McDermott, Alumna Tour Guide.

Student representatives not only make an impact on the guest experience, but their vital role gives them the opportunity to grow into young professionals and leaders. This session will cover meeting and retreat ideas that focus on team building, leadership, tour knowledge, customer service and more! We will share information on how our mentoring programs and training impact the guest experience but also help build future leaders. During this high energy interactive session, be ready to discuss, collaborate and practice some of our training techniques!

Educational Session 7:
Thursday, June 14 3:30-4:20pm

#YouSocialMedia ... Right?

Staying Current: Technology, Research & CRM/Event Management Platforms

Tasked with taking the reins of both On-Campus event planning and Social Media Management? Wondering if it is possible to do it all? From promotions before events to #hashtags, how can you successfully engage with students on their phones, and then make them look up and experience your campus IRL? Hear and share strategies for using mobile and online platforms like Snapchat, texting platforms and everything in between to promote your college and engage students where they are, and how to tie in social media like Instagram to your on campus events and visitation in order to keep the mobile conversation going long after they leave!

Creating Greater Empowered Task Force Through your Ambassador Team

Support for the Frontline: Student Development

Illinois Tech has created a project management procedure for their ambassador team to increase retention, productivity, meaningful work and efficiency. Learn how our team implemented a new project management strategy that has promoted a higher level initiative and sense of ownership within our student staff. If you have a limited events or visits team staff, this session will show you how we built a more productive team of student workers and tour guides through higher specific assignments based on individual student’s strengths and intentions.

From Shy to Shining: Intentional Ambassador Development

Support for the Frontline: Student Development

Over the course of several years, Fairfield University has worked to intentionally engage students from their first year through their final semester. By creating new positions, restructuring others and consolidating training sessions, we have seen a significant number of students remain in roles within the Office of Undergraduate Admission. Some, who came to us as shy first-years, have developed into leaders within the program as experienced Tour Ambassadors and Senior Admission Fellows. This restructuring of opportunities within the
admission office, has also allowed counselors the chance to develop meaningful and consistent relationships with all of our student workers. We can now call upon our senior fellows to give tours, our class visit hosts to show their residence hall and our greeters to take students to class. Thus, we have not only increased student engagement within our office, but we have been able to harness their talents to enhance our visitor experience.

Let’s Be Friends: Expanding Partnerships On Campus and in Your Community
Primary Partnerships: Campus & Community Engagement
Building and maintaining partnerships outside your office can be challenging. Discover how a large public university has taken steps to expand it’s partnerships on and off campus to enhance the visit experience. How did we identify new potential partners? What challenges we have faced building and maintaining these relationships? What has changed for families visiting our campus?

Show Your Pride: Planning a Visit Day for LGBTQA+ Prospective Students
Initial Impressions: Event Planning
In February 2018, The University of Texas at Austin piloted a new recruitment program called Longhorn Pride: An LGBTQA+ Visit Day. Working closely with our Gender and Sexuality Center and other campus partners, we set out to provide an opportunity for LGBTQA+ prospective and admitted students to engage with the Longhorn community in a completely new way, while also affirming our support of LGBTQA+ students. Join us to learn how we planned, organized, marketed, and facilitated this exciting new program. Whether you are a seasoned veteran or a conference first-timer, we are eager to share what we have learned so far and to encourage more colleges and universities to host similar events in the future!

What We Learned at Our First CIVSA!
First Look: The Campus Experience
New to CIVSA? Last year, we were, too! You will soon see that there is so much to learn from this great conference. However, with so many new ideas, you will soon find that implementing them all is a challenge. We will share with you what we learned while attending our first CIVSA, which spanned much more than attending the various sessions. We will include the element of prioritization and knowing your institutional capabilities, making sure you attend a variety of sessions but also remembering what you could bring back to your institution.

Straight from the Tour Guide’s Mouth: Student Panel
Support for the Frontline: Student Development
Curious about what a Tour Guide’s experiences are like at other institutions? Or have you been pondering on questions for your student staff, but aren’t sure if you’ll get an honest answer? Well here is your chance to ask all those questions! We will be hosting a student panel with student staff members from several Universities around the Milwaukee area. Join us and hear it straight from the Horse's (or Panther's, or Falcon's, or Golden Eagles’s) mouth
A Key to Retention: Professional Development and Training

Support for the Frontline: Student Development
The Professional Development & Training program within the University of South Carolina’s Ambassador organization aims to promote continuous learning for members through innovative training techniques and creative content. The goal of the PD&T program is to not only create informed Ambassadors but to also shape well-rounded individuals with professional workplace skills, leadership capabilities and accountability in a team setting. Outcomes of this session include: Understanding the importance and function of a PD&T team; Learning how your organization can develop organic leadership training; Understanding the importance of consistency and continual learning at your meetings; Creating meaningful content and present it in innovative ways to keep attention; Identifying the challenges with weekly meetings and ways to overcome them.

Behind the curtain: How Arizona State University Powers its Communications

Staying Current: Technology, Research & CRM/Event Management Platforms
Learn how Arizona State University promotes hundreds of events during a recruitment cycle through Salesforce CRM, JIRA project management and a sophisticated communication flow. We’ll discuss how we work within Enrollment Services, academic units and university partners to create a seamless and branded communication experience for our incoming students.

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.

Why We Do What We Do

Support for the Frontline: Student Development
This conference is aimed to reinvigorate, educate and motivate us to do our jobs better. I try and do this personally every day. Our jobs can be stressful and demanding but there are moments throughout every aspect of what we do daily that provide the rewards that only higher education can provide. Let’s discuss the things that make us love working in this sector of the education world. Hopefully we can all learn ways to motivate our co-workers, colleagues and ambassadors to give their best daily and experience these rewards beyond the paycheck that make this job so worthwhile.
I NEED AN ADULT! Oh wait, that's me...

View from the Top: Development for Seasoned Professionals
This is the real talk about the real life of being a supervisor of student tour guides! You may have had those moments as a supervisor where you feel like you need an adult...and then you remember that you are an adult. This session will share some strategies for being a supervisor of student tour guides with an open floor discussion on best practices. It is important to remember that we are all in this together!

The Admitted Senior Day: Creating a Successful Yield Event

Initial Impressions: Event Planning
First impressions matter. Especially for the admitted student who is trying to narrow down their college choices. Join the University of Kansas in discovering ways to reach the admitted students and create successful yield events. Our Admitted Senior Days have changed over the past 3 years. We started by offering them multiple times per week, but only in the spring semester. Then we added some visits in the fall, and now we do them during the entire academic year. Join KU to learn how our admitted senior visits have morphed into what we believe is a successful way to make admitted students feel special and see how they could fit in at your school.

Work Hard, Play Hard: Implementing Games with Your Campus Visit Team

Support for the Frontline: Student Development
At The University of Texas at Arlington, games play a vital role in creating an engaged and happy student staff. Icebreakers, energizers, competitions, and teambuilding exercises are staples of our program that our students have come to expect, and which contribute to the positive atmosphere of our Welcome Center. Whether they are used in training sessions, team meetings, retreats, or informal socials, games can boost morale, create unique memories amongst students, and drive home various intentional lessons. In this session, UTA will teach you several new games that you can use with any student team, both for enjoyable and entertaining group bonding exercises, as well as opportunities to reinforce teambuilding concepts. As we workshop each game, we will also provide handouts and videos to make sure you leave with a clear understanding of how to facilitate each game at your home institution. We hope these exercises will be useful in transforming your team to create a more fun and effective workplace!

Educational Session 9:
Friday, June 15 11:30am-12:20pm

CAS Standards

Staying Current: Technology, Research & CRM/Event Management Platforms
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 define and advocate for many programs within high 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. This year's session will provide high level information and then be open for questions and discussion.
I hear you: The Importance of Mental Health to the Visit Experience

Support for the Frontline: Student Development

Your student tour guides will get burnt out. Classes will frustrate them. Relationships will depress them. Family strife will shake them to their core. Mental health skills and self-care are the keys to creating a healthy and dependable group of student tour guides. Modeling these behaviors and training your students to utilize them also leads to better visit experiences for your guests. Let’s talk about the importance of active listening and empathy in creating a successful visit experience.

I’m the Boss Now - How to Establish Authority as a Young Professional

View from the Top: Development for Seasoned Professionals

As a new or young professional, many of us supervise students we may have once worked with or who may only be a few years younger than ourselves. Establishing your authority with intention and strategy at specific time-intervals can make a critical difference in a powerful new beginning. Using a timeline approach, this presentation will look at the differences between more physical manifestations of authority (i.e. wardrobe) and behavior (i.e. email tone, communication style) to examine how to make the most effective transition from a student employee to a staff/supervisor. We will allow for time for personal reflection and goal setting around further professional development. Additionally, we will encourage discussion around the idea of “hindsight is 20/20” and allow for attendees to share their own experiences at their universities.

Thanks for the Feedback

Support for the Frontline: Student Development

We receive feedback constantly - from our friends and family, supervisors, colleagues, tour guests, etc. but how often does it improve our performance or behavior? Based on the book “Thanks for the Feedback: The Science and Art of Receiving Feedback Well,” this interactive session focuses on the role of the feedback receiver in the improvement of behavior or performance. Instead of focusing on how the feedback is delivered, we’ll take a different approach and focus on how the receiver can best learn from feedback, “even when it’s off base, unfair, poorly delivered, and frankly, you’re not in the mood.” Participants will learn about three different types of feedback provided and the three main barriers that cause feedback to be received poorly. Through a series of self-evaluations and small group conversations, participants will develop strategies for getting the most out of and responding to feedback, based on their personal triggers. By the end of this session, participants will be able to identify common triggers in the feedback reception process and share ways that these can be overcome. As a result, participants will be stronger at feedback delivery as well.

They Don’t Bite: Why You Shouldn’t Fear Middle & Elementary School Visits

First Look: The Campus Experience

Valencia College’s Transitions Team embraces the opportunity to host groups of all kinds, including middle and elementary school students. Through several initiatives such as Campus Express, College Prep Days and the adoption of local schools, the Transitions Planning team has hosted over 3,000 middle and elementary school students since the 2015-2016 school year. The curriculum ranges from how to prepare for college while in high school and middle school, to career and education exploration. Students participate in hands on activities with faculty, games with staff, and receive a tour from current students. The students leave the campus with a better idea of what to expect from college and how to prepare for their future. During this session, you will learn how to host middle and elementary students by providing engaging content and exciting activities.

Saturday Events that Work

Primary Partnerships: Campus & Community Engagement

How do you meet the demands of the hundreds of students who are so busy they cannot possibly visit during the week while also engaging faculty and providing a hands-on visit experience? Learn more NDSU's Saturday
visit program that partners with faculty to provide a hands-on experience that works. We will share how we have developed major-specific events on select Saturdays throughout the year that consistently results in 50+% of the attendees enrolling. We will share the process from start to finish including getting faculty onboard, promotion and registration, to nametags and event execution.

Educational Session 10:
Friday, June 15 2:30-3:20pm

Empowering Student Leaders by Letting Go
Support for the Frontline: Student Development
By re-evaluating everything that I had on my plate as a Visitor Services Office of 1, I was able to learn how to let my Ambassador Leadership Council help me while enhancing their skill set and relying on their strengths. Empowering student leaders to have real responsibilities and consequences has boosted their resumes and helped me learn better management skills. Over the last 4 years, our Ambassador Leadership Council has evolved from "something to put on your resume" to the real MVPs of our Visitor Services department.

Home Sweet Home: Making the Move to a New Space on Campus
First Look: The Campus Experience
After several years of planning, renovation, and a LOT of meetings, the BGSU Office of Admissions made the move from our location of 40+ years to a new building on campus. This move required levels of creativity, innovation, collaboration, and organization unlike anything we, as a team, had previously experienced. Whether your office is looking forward to a similar move, or interested in an office update, this session will explore the challenges and excitement we encountered every step of the way - from the development and planning stages to our first visitors, and beyond.

Spilling Tea with Bryn Mawr: Facilitating Student to Student Conversation via Virtual Events
Staying Current: Technology, Research & CRM/Event Management Platforms
In seeking to accommodate strategic enrollment goals, Bryn Mawr developed a series of Facebook Live events to engage with secondary and tertiary populations. Learn how we developed processes and empowered student tour guides to facilitate authentic and meaningful student-to-student connections via themed “student teas.” Anyone who manages student tour guides, plans events, or works with social media can benefit from learning about the intersection of virtual and traditional events.

The Role of the University Visitor Center on Campus and in the Community
Primary Partnerships: Campus & Community Engagement
Once you open the doors to your university visitor center, how do you establish its role on campus and in the community? How does your visitor center become more than a building where Admissions conducts information sessions? Rutgers University-New Brunswick Visitor Center, which opened in 2009, has been established as a key facility for university recruitment, donor and alumni relations, campus and community events, and an official State of New Jersey Visitor Center. This session will detail the history of Rutgers Visitor Center and the steps taken to establish its role on campus and in the community.
To Pay, or Not to Pay...or Maybe You Already Do?

Support for the Frontline: Student Development
The University of Denver’s Team 1864 has approximately 120 paid tour guides and we have developed and organized an efficient way to pay students, award merit raises, and utilize technology to best track and organize pay structures and work schedules. Additionally, over the past year, we have transformed our overnight host program from a non-paid position into a paid position. During this session we will discuss how we changed that program and maintain a strong tour guide pay system. We will also discuss the benefits of paying your student tour guides, how to develop a program plan to implement student pay, and the best practices for effective student pay organization and management. This session is ideal for both institutions who currently pay their students and are looking to discuss organizational management and structures as well as for those who currently do not pay their students and would like to explore their options. Open discussion and Q&A are encouraged and welcomed!

Sunshine & Storm Clouds: Shining Professionally in the Midst of Personal Storms

View from the Top: Development for Seasoned Professionals
Everyone experiences personal crises, but our work roles require us to be "on" in front of young people, parents & peers 24/7. During this session, we will allot time for participants to write down challenges that reduce their productivity. We will discuss these and share professional tips for maintaining work productivity during personal crisis. Participants will be encouraged to make an individual plan to incorporate at least one tip that will address a struggle and move them forward, leaving that storm behind and bringing on the sun!