We hosted 4,000 8th graders on campus, all on one day! Think we're crazy?
*First Look: Event Planning and The Campus Experience*

Rather than filling our calendars with countless 8th grade and younger tours, we asked ourselves "Why don't we just invite them to all come on the same day?". From building partnerships with the community and the public school district to coordinating the logistics of this large scale event, we will tell you how we pulled off the impossible and why we plan to make this an annual event. If you want to free up your calendar from the repetitive group visits and learn how to host a 4,000+ youth on your campus, come see how the University of Nebraska at Omaha did it!

Does size really matter? How to effectively market and execute campus events, regardless of size
*First Look: Event Planning and The Campus Experience*

Big or small, all colleges have the challenge of creating unique, engaging campus events. Hear from two very different institutions on how we market to prospective students and their families and develop/execute successful campus events. We will touch on how to develop creative ways in marketing, both digitally and traditionally, to engage prospective students and families, how to enhance your campus visits with special touches, and ways to include your tour guides in the marketing/recruitment process.

A tale of Two Tigers: Transitioning from Admissions to Campus Partner
*Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement*

Come hear two Tigers talk about their transition from their respective Admissions Offices to the role of a Campus Partner. What surprised them? What did they wish they knew before they swapped sides of campus? What are some ways they think admissions offices and visitors centers can work better with campus partners? How can campus partners better assist the university wide recruitment efforts? These Tigers are excited to share their experiences and answer your questions as we peel back the layers of life as a Campus Partner.

Leveraging Technology for the Successful Management of a Student Ambassador Program
*Staying Current: Technology, Event Management Platforms and Research*

Clark University Undergraduate Admissions employs 50 paid student ambassadors that each have a range of responsibilities, including virtual outreach, leading tours, presenting to families, answering phones, and coordinating our campus visits. The complexity of their roles presents two major challenges. First, providing the students with the resources and training they need to be effective representatives of the university is a crucial component in maintaining a successful visit program, and the expectations for the breadth of knowledge & skills they are required to maintain are significant. Second, managing the logistics of scheduling a significant number of students who are essentially doing many different jobs at many different times can take an enormous amount of time and energy if significant consideration isn’t put into streamlining certain processes. Over the last year or so we’ve experimented with different pieces of software with the goal of addressing both of these challenges. This session will focus on ways we’ve integrated different technological platforms into various aspects of our ambassador program, including schedule management, a new training program, and virtual...
engagement opportunities. This session would be beneficial for professionals who manage student employees and understand their integral role in creating an effective and impactful visit experience.

**It's more than a tour, creating comradery in your student organization.**

*Support for the Frontline: Student Development, Campus Safety and Current Events*
At Cal Poly San Luis Obispo, our university ambassadors have created a strong and dynamic community that has sustained a strong sense of ownership and pride for the organization and the university. By incorporating meaningful mentorship, traditions, and programming throughout the year, Poly Reps have been able to retain and provide professional growth for all members. This session will give you examples and practical tools to tackle common issues around student engagement, community building activities, and retention for university ambassadors.

**Teaching Empathy: How To Train Your Tour Guides To Care And Understand**

*Support for the Frontline: Student Development, Campus Safety and Current Events*
Mental health skills and concepts are vital to creating a successful visit program. Through training tour guides to utilize empathy to better understand our guests, we are able to foster better connections during our visits, resulting in better visit experiences. Developing a framework of empathy assists our students by building up their confidence while delivering better results. Come and hear about how St. Edward’s University trains their tour guides to be empathic ambassadors for their school.

**Navigating Conflict or Delivering a 'No' Using the Tools of "Yes, And"**
One of the biggest challenges that we face in business and as humans is how to effectively deliver a 'no' and navigate conflict. These are amplified in business where taking the wrong approach can destroy engagement, morale, creativity, and even your personal reputation. In this session Galen teaches how to successfully navigate the art of delivering a 'no' and navigating conflict, providing a concise set of tools and framework. Learn how to take a collaborative, strategic approach that puts the relationship first, focuses on a solution, and feels authentic and supportive without crushing employee and team morale.
Adding Multicultural Focus to Existing Events

Equity and Inclusion: Multicultural Recruitment, Events and Campus Diversity

When a new President is appointed and issues a strategic initiative to increase diversity and inclusion on campus, what do you do? At Ohio University, we worked to add additional components to our admissions recruitment events to highlight our mission of access to excellence. In this session, I will outline the strategies we implemented to improve the visit experience for multicultural students, first generation, and LGBTQ+. These include adding brand new components to existing programs and combining two separate events to make an individual more dynamic and impactful visit.

There's no I in team: How to get faculty on the same page for visits

First Look: Event Planning and The Campus Experience

Ohio Dominican was in a state of distress when our team was put together just over two years ago. Enrollment was down, events weren't being executed well, and faculty and admissions were not on the same page. Learn how we were able to reverse this trend and began engaging faculty in our daily visits and events to create a unified team.

Campus Visits: Where Everyone is #1!

First Look: Event Planning and The Campus Experience

Penn State welcomes 70,000 visitors through the admissions office annually. Learn how the visit team utilizes various planning techniques, student involvement, and logistical creativity to accommodate an increasing volume of visitors without compromising the personal feel of our visits. This session will provide ideas for the audience to see more students each year, without increasing the stress that goes into large scale events.

Hey I Just Met You, And This is Crazy, So Here's Our Number, So Call Us Maybe?

Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement

Let's face it - the college search process is intimidating, stressful, and overwhelming. Universities are flooding inboxes with automated and generic mass communications, lacking any level of personalization and individual recognition. The Office of Admissions created the role of Ambassador 2’s to intercept students at every stage of the recruitment funnel. Working primarily through call campaigns, our student workers create meaningful connections with prospective students to ensure that the student isn't just another name in the system. As a result, the value in our student:student interaction has increased applications and contributed to the success of the university as a whole. Join us to understand why and how student workers are your most valuable tool!

Creating a Legendary Leadership Development Program for Your Ambassadors

Support for the Frontline: Student Development, Campus Safety and Current Events

A robust and structured leadership development program can elevate your Ambassadors to LEGENDARY status! After separating from a multi-year partnership with UVU’s Leadership Center, we had an opportunity to create our own Ambassador focused leadership development program. This new program is centered on developing four core skills within each Ambassador: Emotional Intelligence,
Communication, Teamwork, and Ownership and Accountability. In this session, you will learn about our research and processes in developing this new program, the ins and outs of the projects that Ambassadors complete within the program, and the system used to administer it. This new program has yielded LEGENDARY results for our Ambassadors! They feel more empowered, more united, and more prepared to represent the university in the most LEGENDARY way!

**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!
Leveraging Campus Visit Programs to Advance Conversations on Equity and Inclusion

Equity and Inclusion: Multicultural Recruitment, Events and Campus Diversity

The University of Wisconsin-Parkside is proud to be a regional leader in serving a population of nearly 60% first-generation college students and is the most diverse institution in the UW System. The state of Wisconsin, however, is consistently ranked No. 1 in the nation for racial inequality. We challenge ourselves to consider how the campus visit program can help the University fulfill its mission to develop and sustain diverse and equitable learning environments and accept the call to become a beacon for equality within our state. Attend this session to reflect on how your teams in Admissions and Visitor Services can act as campus climate creators and use visit and ambassador programs to construct brave spaces for conversations on access, social justice, equity and inclusion.

So You Want to Host A Regional Event!

First Look: Event Planning and The Campus Experience

Many members look for ways to get involved in the organization by offering to host a regional event during the year. Regional events are ways for members to connect and learn outside of conference during the academic year. This session will provide insight into how regional events are organized. Come hear from members that have hosted, along with a regional director and our CIVSA event manager as we hope to encourage and show how easy and beneficial it is to host a regional event on your campus.

Admitted Student Open House - One Day. All Admits. All Hands on Deck!

First Look: Event Planning and The Campus Experience

Every year as the university admissions cycle nears the May 1 Decision Day, yield events for admitted students become critical. Recognizing the value of all our campus partners’ participation in our yield events AND their lack of available time, Rutgers-New Brunswick holds ONE large (very large) Admitted Student Open House. This session will highlight the steps we take to: Obtain university buy-in – including participation of faculty, staff, current students and critical university units such as Dining, Residence Life, Student Life, and Facilities. Accommodate over 18,000 guests at one time on campus. Focus on our enrollment goals. Present the information admits need in order to make the decision to attend Rutgers University. Authentically showcase our university.

What Gen Z Wants to See in Campus Visits & Programming

Staying Current: Technology, Event Management Platforms and Research

We are now fully recruiting students from Generation-Z. These students do not remember a time we were not at war, are a part of the most diverse generation to date, and live in a world were using 5+ screens is normal. They are also said to be one of the most connected generations of our time and rely on peer-to-peer knowledge over adults. So, our Admission Office took it upon ourselves to learn what Gen Z wants, implementing what they want to see into our events, our social media campaigns, and how we connect and contact with students. Hear what Pacific Lutheran University (apx. 3,100 students) is trying to do to connect with an ever changing generation.
Culture Is Everything: Create and nurture a remarkable team dynamic among the student leaders you serve

Support for the Frontline: Student Development, Campus Safety and Current Events
Culture seems like a mysterious quality that great organizations somehow just naturally have. But why not demystify the team dynamic and be deliberate about designing the conditions necessary for a great group culture to emerge? Groups with healthy and distinctive cultures are more effective in fulfilling their mission and more rewarding to belong to. We owe it to the student leaders in our organizations to be intentional about fostering the kind of culture that makes the group’s impact larger than the sum of its parts and that sets the tone for the kind of leadership those students will be inspired to offer after they graduate. This session will challenge you to examine your group’s dynamic and will offer suggestions for strategies and skills to create, strengthen, or even repair the culture of your organization. Come prepared to share in a discussion about how we can be more intentional in serving our students and making the groups we lead truly meaningful and remarkable.

We didn't even go here! How to establish/enhance an alumni volunteer program
Support for the Frontline: Student Development, Campus Safety and Current Events
While we, the staff, are all passionate about helping our students, using our alumni with our recruitment events can make a huge impact on our guests and prospective students. During this session, we will introduce alumni involvement ideas and initiatives as well as help you set goals and create ideas for your own alumni volunteer program.

CIVSA 2.0
View from the Top: Development for Seasoned Professionals
Keeping your head in the game and staying motivated can be challenging in this fast-paced profession. Hear from our panel of seasoned leaders and gather information about ways to improve communication, manage stress and energize your team. Learn lessons from past CIVSA conferences through our Top 10 CIVSA List. Best practices are important in every profession and this list will highlight tips from our favorite CIVSA sessions. Discover ways to use CIVSA’s resources to invigorate your program and strengthen your team.
“You’re the Best Around”: Examining the Role of a Supervisor and the Peer Organizational Model at Texas A&M University

First Look: Event Planning and The Campus Experience

Nothing sells a university better than a current student. At Texas A&M University, we have incorporated a peer organizational model using current student leadership to share their own unique collegiate experiences while hosting and engaging with our visiting prospective students and parents. This peer organizational model has tremendously enhanced our recruitment and matriculation process, while also providing valuable professional development to our student leaders. Going into our sixth year, our Peer Recruitment Program has grown exponentially, which has allowed our recruitment and matriculation programs to be mostly student-led. Providing prospective students and parents with a unique, one of a kind experience is achieved using the diverse experiences and knowledge base of our Peer Recruiters. Through management and student development, our goal is to continuously refine our programming model to ensure current students are the face of our prospective student and parent programs. We welcome you to get an up-close and personal look at our Peer Recruitment Program at Texas A&M University, and examine ways to effectively manage students and successfully implement a peer organizational model within your department.

Creating an Admitted Student Tour

First Look: Event Planning and The Campus Experience

Each year Boston University sees over 80,000 prospective visitors a year. In the midst of our busy Spring, roughly 1,400 visitors visit through a daily Admitted Student Visit program in the months of March and April. In 2016 we created an Admitted Student tour that was different from the tour we give to our prospective students to cater to this Admitted Student population. In this session, we will discuss the need for the new tour as well as the process of creating and implementing this tour. We will give an overview to the evolution of the training of guides to give a new tour, and the operational logistics of coordinating a new tour in a high volume center, as well as sharing the feedback and data we compiled over the years.

Embracing Rivalries: Collaborative Events for High School Counselors

Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement

As more high school students wait to visit campus until they hear an admission decision, it is now imperative that colleges and universities look towards creative ways for us to paint a picture of our campus and student experience. Learn how two historical rivals and joined forces to execute multiple counselor on-campus events. We will discuss how to start a partnership with schools in your area, collaborate with each other, and plan events with different school’s priorities but with the common goal to provide access to variety of high school counselors to visit campus. This session will also discuss ways that other types of schools can adapt our model based upon different sizes and budgets.
**Slate - Round Table and Best Practices Sharing!**

*Staying Current: Technology, Event Management Platforms and Research*

A number of institutions have moved to Slate or are considering the move. Let's get together and share what we have learned! What worked for you? What didn't work for you? What do you wish someone could show/teach you? How can we ban together and up-vote future requests? Let's share our knowledge and help one another be more successful with technology at our fingertips. Bring your laptops!

"In Every Job That Must Be Done, There is an Element of Fun... - Creative Problem Solving and Community Building"

*Support for the Frontline: Student Development, Campus Safety and Current Events*

Join us for a “spoonful of sugar!” Based upon input culled from our member institutions and practices utilized at Stanford University, this interactive session will focus on fun and creative approaches to working with your students. Come hear and share ideas designed to raise the performance and morale of your student group. Topics will include: Addressing ongoing challenges ("How do we get our student workers to actually read our correspondence?"; “What can we do to recruit a broader diversity of guides?”). Improving tour quality (“How do we get our guides to be more accurate and stop propagating myths and misinformation?”; “How can we get guides more comfortable with talking about their weak areas?”). Strengthening staff morale and interest (“How do we build community and build a culture of unity and diversity?”; “How can we get students to want to work during spring break and summer?”) Our goal is that by the end of the session, you will have a list of fun ideas and best practices to strengthen and enliven your student program.

"You trust your students to do that?!": Re-imagining the roles and responsibilities of your student workers to increase autonomy and free up your time

*Support for the Frontline: Student Development, Campus Safety and Current Events*

If you see something that bothers you, change it. This motto inspired one admission counselor to completely overhaul Pitzer College’s Office of Admission lobby space. With updates big and small, Pitzer has managed to design a space that will better serve our guests and reflect our core value of environmental sustainability! In this session, come on a visual journey with Pitzer as we show you our space and discuss how implementing small and inexpensive changes (for example, providing sunscreen for guests’ use) can pack a huge punch. Be ready to leave this presentation with ideas for how to transform your visit space in big and small ways and on any budget, with the goal of better reflecting your institution’s values and improving guest experience!

**Managing Up for Better Bosses**

*View from the Top: Development for Seasoned Professionals*

We spend so much time focusing on the people we supervise, but what about our supervisors? This session will talk about managing up - what it is, why it’s important, how to do it, and suggestions for easing challenges that can arise.
Recruiting Students Through the Use of Videoconferencing

Equity and Inclusion: Multicultural Recruitment, Events and Campus Diversity

In recent years the UConn Stamford Admissions Office has noticed an increase in the number of International Students (IS) and Out-of-State Students (OS) who are interested in our campus. With these student populations potentially paying more in tuition than in-state students, we wanted to ensure they were informed consumers. As a result, we created a Skype Tour Program. The program provides prospective students with the opportunity to talk to our Admissions Officer and be taken on a virtual tour, highlighting our campus facilities and academic and support programs. Additionally, we hired an International Tour Guide to provide a student perspective and assist with any translation barriers for our International Student Skype Tours. In our presentation, we will discuss the implementation of the program and how the program has evolved throughout the Admissions Cycle, together with the outcomes and future suggestions for any Admissions Office looking to implement this program. The intended audience for this presentation is any individual who works with prospective students.

Forget the Info Session!

First Look: Event Planning and The Campus Experience

Is your daily campus visit information session due for a change? At WKU, we decided to forget the long info session and put the visit experience in our tour guides hands. Learn how we shortened our pre-tour information, further developed our tour guides, began meeting with more families post tour, and much more!

There's No Good Card For This

Support for the Frontline: Student Development, Campus Safety and Current Events

And there is also no road map. For some of our students, college will be when they first face serious challenges, heartbreak, grief, and serious self-doubt. How do we as supervisors, confidantes, and the "adult" help support students experiencing these kinds of things? How do we support students when we, ourselves, our experiencing them? And what happens when bad things happen to your students or you? How do you help students handle the tough stuff? Themes from the book, "There's No Good Card For This" (Kelsey Crowe, Ph.D. & Emily McDowell) have helped me become better at taking action, rather than reflection/doubt/regret when it comes to addressing the tough stuff with others. Let's discuss best practices (are there any?) and experiences we've all had working with students and the tough stuff.

Training Design for Student Ambassadors

Support for the Frontline: Student Development, Campus Safety and Current Events

Having both re-envisioned the training and on-boarding process within the past year, this session will explore our two new models. MSU: In an effort to support new tour guide satisfaction, group cohesion, and the long term retention of tour guides, MSU undertook to redesign the new tour guide on-boarding experience. Our goals were to improve tour guide satisfaction with training, reduce new tour guide melt, produce quality guides at the time our operational schedules required them, and retain quality tour guides in the tour guide program while not breaking the budget! UVM: Due to graduation, our program
typically experiences 33% yearly employee turnover. It seems like training never really stops. To more efficiently on board our student ambassadors, UVM has shifted its training calendar to engage students earlier and take advantage of the resources that veteran ambassadors provide. In the process, we’ve made a dent in our training budget and ensure that we’re fully staffed with well-trained and prepared ambassadors to provide excellent service to our visitors. Participants will experience • Before/After data from training feedback and employment satisfaction surveys • Before/After Snapshots • In-depth training models, including syllabi, lesson plans, and learning assessments/rubrics • Lessons learned, outcomes/next steps

Hosting visits in an Unflattering Spotlight
View from the Top: Development for Seasoned Professionals
Campus visit programs are a very public enterprise. Most visits are designed to assist families in making an informed college choice and advance the institution’s reputation. How do visit professionals persist in this work when a campus is in crisis? Perhaps your campus has gone viral for unflattering or even criminal reasons. Possibly the international media has descended. Students, faculty, and other groups are marching in protest. In this session, we will look at case studies of campuses in crisis and discuss lessons learned from Campus Visit Professionals in administration and on the front lines.

YOUR Energy is Everything - The value of bringing you to the world
The world needs YOU. Your community needs YOU. Your business needs YOU. Your family needs YOU. And YOU are not a policy. You are not a set of procedures. What you bring to the marketplace is so much more than your skill set and experience. What you bring to the world is the way you show up that no one else can duplicate, so develop it, own it and share it. This interactive session will have you completely reassessing the value of attitude relative to results and beginning the journey of getting out of your own way and deepening your connections and influence on the people in your circle. The world is not looking for more information. We all are YEARNING for more connection and that starts with you!
The Best of Both Worlds: Combining Prospective and Yield Events

First Look: Event Planning and The Campus Experience

The Best of Both Worlds Session is for staff who plan and implement on campus events that appeal to a demographic of prospective and admitted students. This session will demonstrate how Arizona State University took their separate prospective and yield events and created a new event, Sun Devil Day, which combines these audiences with separate tracks that appeal to students at any stage of enrollment. You will learn about the planning process of Sun Devil Day from the initial ideation all the way through what the two different tracks looked like on the day of the event. This session will also give specific examples of popular sessions and activities and how to make your event a one-stop shop for student and guest questions. The Best of Both Worlds session will conclude with how this new Sun Devil Day event has seen success, and how that success continues to grow with our increasing registration numbers each semester.

Connecting with the "other side": Academic Visit Days

First Look: Event Planning and The Campus Experience

At Oakland University in Rochester, MI we work with the Academic Units on a daily basis for our large visit days. We host visit days with Business, Engineering & Computer Science, MTD, Health Sciences, Nursing, & Education and Human Services. Through these days we work with faculty and the Deans of each unit to plan successful days with ROI over 50%.

Re-Envisioning University Welcome Centers

Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement

How do campus partners and stakeholders work together to create a new university welcome center? Find out more from the stories of two universities that created and opened new university welcome centers in the past year. Carnegie Mellon University and the University of Rhode Island will present information about our centers, discuss how we collaborated with campus stakeholders, and share our lessons learned. Attendees will hear more about how two different welcome center models work on our campuses and how very different kinds of spaces serve campus visitors. Attendees will also be asked to share best practices for how their offices work with campus partners to create a welcoming front door for guests!

Ambassador/Tour Guide Panel

Support for the Frontline: Student Development, Campus Safety and Current Events

Ambassadors/Tour Guides: We know 'em, we love 'em. But do we always know what they really think? Come and join the conversation at an honest student-based panel where you can ask these questions and learn about other ambassador programs. Hear from current students at Oregon State University, University of Oregon, Oregon Tech, and Portland State University.
Watch them grow! A guide to retaining amazing student leaders!

Support for the Frontline: Student Development, Campus Safety and Current Events

Be ready to discuss, collaborate and practice effective techniques in student leader retention. In this session we will share ways Iowa State University motivates and supports our over 100 volunteer tour guides. Although Iowa State has a large tour guide program, this session applies to anyone who works with students at any sized institution. We will highlight the culture of our program, and ways to focus on continual learning, professional development and valuable communication and leadership skills. We will share creative ideas for showing appreciation, providing unique campus experiences for your student leaders, and planning purposeful and engaging meetings and retreats. This interactive session will include discussion and collaboration for retaining amazing student leaders.

Pitt's Four Pillars of Training

View from the Top: Development for Seasoned Professionals

In this session attendees will learn all about how the University of Pittsburgh has developed and launched a completely redesigned training program for its admission and campus visit staff. The program is centered around four pillars that provide a foundation for new staff, and a way for current staff to continue building their knowledge as they professionally develop. The program emphasizes safety, customer service, storytelling, and institutional knowledge. With its implementation, our office has seen a rise in employee retention and staff performance. Come learn how it could work for your office as well!

YOUR Energy is Everything - The value of bringing you to the world

The world needs YOU. Your community needs YOU. Your business needs YOU. Your family needs YOU. And YOU are not a policy. You are not a set of procedures. What you bring to the marketplace is so much more than your skill set and experience. What you bring to the world is the way you show up that no one else can duplicate, so develop it, own it and share it. This interactive session will have you completely reassessing the value of attitude relative to results and beginning the journey of getting out of your own way and deepening your connections and influence on the people in your circle. The world is not looking for more information. We all are YEARNING for more connection and that starts with you!
Building Cody’s Community: Through Strategic Partnerships in Underrepresented Communities

*Equity and Inclusion: Multicultural Recruitment, Events and Campus Diversity*

Cody the Coyote is California State University, San Bernardino’s mascot, and he could not stay silent knowing that research has shown a consistent low number of underrepresented students in college and university enrollment. Cody has been on a mission for the last 5 years coming up with programming, events and building community and strategic partnerships to help in the effort of enrolling more underrepresented students. Join us as we have a conversation about how you find and build partnerships in underrepresented communities and foster relationships with K-12 administrators as well as build university buy-in for your efforts. CSUSB’s Campus Tours and Visitor Center in the Office of Admissions and Student Recruitment has joined Cody in leading the charge on a number of events like our Black and Brown Young Men’s Conference, the Black Student Leadership Symposium, the Next Generation Conference, Coyotes Rising, a summer overnight program for African-American students all with intentional programming and objectives. Come learn how we coordinate these programs and utilize campus collaborations to make them successful.

**Crowd Control**

*First Look: Event Planning and The Campus Experience*

The University of Maryland has a rich history of hosting open house events that welcome anywhere from 1,000 to 4,000 guests to campus at one time. This session will discuss planning tips on how to create an excellent campus visit experience while managing crowds through teamwork, clear communication, and by giving guests some control of their day. This session will benefit anyone who is tasked with coordinating large one day visit events. Attendees will learn from the successes and challenges experienced first-hand by the UMD staff.

**Connecting with Your City - Building & Enhancing Relationships Off Campus**

*Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement*

Whether you’re in a rural or urban setting, the expectation to have strong relationships with the community and school districts surrounding your university is a real thing. Is your office inundated with requests to be present at festivals and parades, provide giveaways at non-recruitment events and to engage with alumni and community stakeholders? Us, too! Come learn how Wichita State manages these requests while balancing recruitment priorities, staff schedules, and budget limitations.

**Technology Overload: Making the best use of technological resources for high impact results**

*Staying Current: Technology, Event Management Platforms and Research*

Let’s face it, we use technology in all aspects of lives, so why not embrace it in our professional worlds and make it work for us. But it’s not just about the technology, it’s really about the data that we collect that informs how we best use technology to assist throughout the recruitment process. This session will showcase three different Vermont institutions, Norwich University, Saint Michael's College, and The University of Vermont, and how they each recently incorporated different aspects of technology into their admission practices. We will explore the impact of a new CRM, implementing texting, and use of...
student ambassadors interacting with prospective students on digital channels and how these initiatives have aided in the recruitment process.

**Top Dog on Campus: How to Position Your Tour Guides as Leaders**
*Support for the Frontline: Student Development, Campus Safety and Current Events*

Giving tours may be the primary purpose of our student organization, the Aggie Experience Council, but our students do much more than that. We’ll discuss how we became a recognized student organization and how we give our student leaders as much autonomy as possible to run the organization. We'll also discuss other efforts that we do, such as helping with university-wide events, raising money for a scholarship, and professional development training for our tour guides. Learn how we used our position as tour guides to become one of the premier organizations on campus.

**S.O.S - What’s the emergency? Exploring safety protocols of the visit experience**
*Support for the Frontline: Student Development, Campus Safety and Current Events*

Have your tour guides experienced a medical emergency during their campus walking tour? What did they do? How did they respond? How should they have responded? At the University of Delaware, we experienced the unexpected - a medical emergency during a campus tour. During this session we will discuss what the tour guides, staff and University community did in response to an emergency situation and the aftermath. We will also discuss how we have evaluated our training process and how we are now working collaboratively with internal and external partners to be proactive in the face of future situations. Attendees can expect to learn how we collaborated, the struggles we encountered and how we continue to look for opportunities around tour guide and visitor safety protocols.

**YOUR Energy is Everything - The value of bringing you to the world**
*The world needs YOU. Your community needs YOU. Your business needs YOU. And YOU are not a policy. You are not a set of procedures. What you bring to the marketplace is so much more than your skill set and experience. What you bring to the world is the way you show up that no one else can duplicate, so develop it, own it and share it. This interactive session will have you completely reassessing the value of attitude relative to results and beginning the journey of getting out of your own way and deepening your connections and influence on the people in your circle. The world is not looking for more information. We all are YEARNING for more connection and that starts with you!*
Yielding Diversity: Admitted Student Programming

Equity and Inclusion: Multicultural Recruitment, Events and Campus Diversity

WashU’s diversity fly-in for admitted students, Multicultural Celebration Weekend, was a success by many accounts. Hundreds of students attended the overnight program, student groups were showcased, and the yield rate was high. But what about everyone else? Enter Bear Days, an admitted student day open to all. Learn about the evolution of WashU’s admitted student programming from Celebration Weekend to Bear Days to the hybrid model we used this spring that allowed for a more well-rounded experience showcasing our community. We’ll discuss the before & after of planning, programming, and executing multiple, large-scale yield events for admitted students.

Group Tours Evolved!

First Look: Event Planning and The Campus Experience

Experience the metamorphosis of our on-campus tour experience from humble beginnings as a little larva to a majestic butterfly. Our session will cover the transformation of our Elementary, Middle School and High School tours. We will discuss how we showcase our tour presentations with unique grade level content/themes, how we collaborate with faculty/staff on campus, and how we link skills and careers to college. This session will be great for anyone looking to evolve their student tour experience!

A Tale of Two Programs: Utilizing a dual structure model (paid and volunteer) to better develop and retain student leaders

First Look: Event Planning and The Campus Experience

Southern New Hampshire University is a private, non-profit university in Manchester, New Hampshire. Home to just over 3,000 undergraduate students, the Office of Freshman Admission hosts more than 5,000 prospective students and families each year. In addition to daily campus tours available Monday through Friday, SNHU hosts 90 admission related events over the course of the year. As part of the admission office, SNHU has two separate student worker programs. Admission Student Leaders (ASL’s), who work on a volunteer basis, and Penmen Guides (ambassadors) who are paid throughout the year. This presentation will detail the separate working models for both programs, as well as the collaboration that has led to undoubted success, including higher retention of students, larger number of applications and more campus wide buy in from the student body. Over the course of the presentation we will discuss initiatives that worked (some that didn’t), problem areas that we addressed, and future items that we are looking to explore in greater detail.

Empowering Campus Partners Into the Campus Visit Program

Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement

So many visitors, so little time. Prospective students are seeking more than an information session and tour as they navigate the college search process. How can your visit program offer more without increasing your budget or staff time? Building relationships with campus partners is key to expanding campus visit programs. By collaborating with departments and facilities across the university, Duke has broadened the visitor experience to showcase various opportunities for students. These include class visits, campus dining, game day tickets, specialty tours in the arts, engineering, marine lab and ROTC.
Learn how Duke University has built a highly successful visit program while fostering relationships with campus partners to incorporate more depth into the visitor experience.

**What is CAS? Using the CAS Standards for Program Development and Assessment**

*Staying Current: Technology, Event Management Platforms and Research*

CAS is the Council for the Advancement of Standards in Higher Education. Their mission is promoting standards in student affairs, student services, and student development programs. After attending this session participants will be able to: Describe the CAS standards Describe how the CAS Standards can be used for program development Describe how the CAS Standards can be used for self-assessment.

**Embracing Activism: Tips on Navigating and Supporting Activism in Your Student Staff**

*Support for the Frontline: Student Development, Campus Safety and Current Events*

We are experiencing a time of political and social divide in our country and our campuses reflect this. At UC Santa Barbara we often are faced with navigating sensitive and difficult topics with both visitors and our current student staff. However, rain or shine, picket lines or sit-ins - there is still a job to do. This session will provide some helpful tips on how to best support your student staff who are involved in activism and engage them further in your tour program – ensuring that the goals of your students and your tour organization are aligned.

**I’m the Boss, but You’ve Got the Power**

*Support for the Frontline: Student Development, Campus Safety and Current Events*

Generation Z students want their work to make a difference. What they take on for us becomes so much more than work, it’s an experience where they can leave their mark on the university while also developing professionally. When amazing students work for you, it’s easy to feel nervous that they’re going to leave you for a different opportunity. At Lynn University, we wanted to combat that and created the Student Admission Ambassador Leadership Team (SAALT) this year. Our 15 SAALT members showcase their strengths and empower student ambassadors they supervise by overseeing specific roles within our office. Not only is it a way to give them more development opportunities, but it also helps relieve our workload as well. In this session, we hope to give advice to other ambassador supervisors on how they can create a powerful team with the students who want to take on more responsibility.
Transform your lobby and improve visit experience...on a budget!

First Look: Event Planning and The Campus Experience
If you see something that bothers you, change it. This is the motto that inspired one admission counselor to completely overhaul Pitzer College’s Office of Admission lobby space. With updates big and small, Pitzer has managed to create a space that better serves our guests and strongly reflects our Core Value of environmental sustainability! In this session, come on a visual journey with Pitzer as we show you our space (before and after!) and discuss how implementing small and inexpensive changes (for example, providing sunscreen for guest usage) can pack a huge punch. Be ready to leave this presentation with ideas for how to transform your visit space in big and small ways and on any budget, with the goal of better reflecting your institution’s values and improving guest experience!

Market like you mean it: How to brand your event for success
First Look: Event Planning and The Campus Experience
Learn how Arizona State University brands and promotes their recruitment events through digital branding, websites, email marketing, SMS, call campaigns, social media and on-campus branding during the events. Your prospective students expect consistent experiences and creating visual continuity throughout your event promotions and event will increase brand awareness of your university. This session will show an example of how ASU branded our largest prospective student event, More to Explore, and give tips and tricks for branding your own events.

How Beer and a Good Cry Led to Amazing Collaboration with an Academic Partner
Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement
Do you struggle to work effectively with academic partners? Join Engineering and Admissions staff from Colorado State University as we take you behind the scenes of a cross-campus conflict that we managed to turn into a wonderful partnership. In this interactive session we'll reenact scenes from the conflict we experienced while planning a visit day program and give you the chance to intervene and share how you would have handled things differently. We will share our perspectives on how to navigate challenges for a successful partnership. We'll also share some of our more recent success stories.

The Strengths, Hiring, and Development of Introverted Tour Guides
Support for the Frontline: Student Development, Campus Safety and Current Events
Many of your prospective students and their parents are introverts. How many introverts are on your tour team? Stereotypes can contribute to an ‘extrovert ideal’ (a bubbly tour guide, for example) and some negative impressions of introverts (shy, afraid of public speaking). This session will explore research into the science of introvert strengths, and will share how Simon Fraser University’s tour and welcome/student centre team (about 80% self-identified introverts, including me!) thrives. Including feedback and comments from our student team, I’ll review how the various aspects of our program support introvert inclusion in our tour guide and front-counter team: our job description, interview process, on-boarding, training, goal-setting, team socials, and ongoing development. Regardless of whether you count yourself among the extroverts or the introverts of the world, this session will give you tools and knowledge to recruit and support introverted students and help them shine.
Beyond the Paycheck: Help Your Student Staff Convey Transferable Skills

Support for the Frontline: Student Development, Campus Safety and Current Events

Ask your student staff: what top 3 skills are you developing in this role? If they struggle to answer, this session is for you! Help students correlate their extraordinary work on your team to their career aspirations. Learn workshop tips, resume advice and the top transferable skills employers are searching for that you’re helping students develop. When students can confidently identify their job skills, they'll be more invested in the position! WARNING: Side effects of teaching these skills commonly result in warm and fuzzy feelings as you watch them grow professionally.

Virtual Group Visits - Serving More Groups While Maximizing Your Resources

Staying Current: Technology, Event Management Platforms and Research

Are you overloaded with group requests and out of resources and ideas to serve them? SHSU Visitor Services had the same problem! We turn away hundreds of group requests a year, but wanted a way to still connect with and serve the students that we were unable to host on campus. Our virtual group program, SAM@School, was created to help teachers, counselors, and organization leaders teach their students about SHSU and higher education, right from their classrooms. Learn how we maximize our technological resources to serve these students, let them explore our campus, and meet our SAMbassadors! We’ll discuss how we developed and built the curriculum, communications, and how we're executing the program in conjunction with our daily in-office schedule.

Beyond the Smiling Faces: How to Manage Workplace Conflict in a Healthy Way

View from the Top: Development for Seasoned Professionals

Do your student ambassadors frequently complain about rude guests who make their tours miserable? Do you find yourself playing referee among bickering staff members that create an awkward work environment? Does your stomach turn in knots before you have to have a disciplinary meeting with an employee? If so, this session is for you! Join the discussion and gain some tips on how to handle difficult conversations and manage conflict with a focus on reaching solutions in a healthy way.
Developing and Implementing a Robust Academic Visit Plan

First Look: Event Planning and The Campus Experience

More often, prospective students are visiting campus with the hope of getting an in-depth view of their intended academic major in addition to learning about the overall campus experience. In the last two years, the Dietrich School of Arts and Sciences, the University of Pittsburgh’s largest academic school, has taken a more active approach in recruitment, specifically when it comes to the campus visit experience. What started with once-per-week information sessions has now grown into a robust campus visit plan including a student ambassador program, customized visit plans for each academic department, daily academic tours, and personalized one-on-one visits. These diverse visit options have allowed our prospective students to leave campus with a deeper understanding of what the University of Pittsburgh and the School of Arts and Sciences have to offer. Learn how the Dietrich School implemented its ever-evolving, academic-focused campus visit options.

We live to serve...or die trying.

First Look: Event Planning and The Campus Experience

In the midst of coordinating extensive changes to our campus visit and tour guide programs, the Visitor Services Team at The University of Texas at Austin has sought to refocus on the fundamentals of outstanding customer service. Come learn how we were inspired to deliver surprising and sometimes magical moments to our campus visitors. We will share specific service processes, as well as strategies for training team members and creating a culture in which outstanding service thrives.

Making Middle School Visits a DREAM

Primary Partnerships: Campus Involvement, Community Outreach and Classroom Engagement

UW Tacoma developed a model that nurtures the DREAMs of middle and high school students. You will learn how Enrollment Services collaborates with faculty and paid student leaders to create Prospective Student DREAMs (Designing Rich Experiences Around Majors). DREAMs are designed to be engaging and interactive to expose students to unknown majors, academic paths and career choices. Assessment shows that DREAMs increase the perceived value and impact of campus visits and enhance collaborative relationships with faculty. Of the students we have served, many have been participants in TRiO, AVID and other college support programs, thus serving high numbers of historically under-represented students. With the design of the DREAMs, it allows the focus of the visit to be centered on outreach vs recruitment, which proves more beneficial for these age-groups. The presentations begin with teaching students basics of college (what is a major, etc.), then leads them into specific majors and career options, followed by an interactive activity, ending with debrief and questions about college life. We will detail our formula and approach of this successful partnership and provide you with the tangible strategies to carry this out on your campus. This session is designed for all experience levels.
From Self-Guided to Virtual Tours: Staying Current in a Digital Age

*Staying Current: Technology, Event Management Platforms and Research*

Are your tour offerings not matching the demand? Trying to keep up with the trends? We have a way you can offer tours 24/7! Come learn what third party platforms we are using to offer a variety of visit options for guests who are on and off campus. You too can do it all!

Safety First! Ensuring a Safe and Informative Experience for Guests and Staff

*Support for the Frontline: Student Development, Campus Safety and Current Events*

This session will discuss the continued need to address safety both in our office environments and for our students and guests while out on tour. The University of Utah will share the results and implementations from their office and campus visit safety committees. Attendees are encouraged to share examples and strategies used at their institutions and will leave better prepared to handle safety concerns on their respective campuses.

Lights, Camera, Action! Auditioning your prospective team members.

*Support for the Frontline: Student Development, Campus Safety and Current Events*

FGCU’s Welcome Center has been hiring their student team members via an audition process for the past 15 years. The entire process (outside of the application submission) is completed in one day. We have found it to be super effective and inclusive for all current team members and we are able to get a feel for personalities through the process. I will share what we do and how we do it.

Power of Positivity: I like it and you can, too!

*View from the Top: Development for Seasoned Professionals*

Do you or your team members struggle to respond to negative comments? Do your tour guides have a difficult time putting a positive spin on things like parking costs, required meal plans or a tricky question from a visitor? Bad impressions and negative stereotypes are quicker to form and more resistant to disconfirmation than good ones, but we have good news for you! It’s scientifically proven that positivity can help you reframe the narrative for your team and your students. Come learn about how to be positively honest in everything you do. This session will equip you with specific examples of how to turn a negative narrative into a positive one and include tools and resources on how to tap into your inner Leslie Knope.