THIRD ANNUAL
STUDENT DEVELOPMENT INSTITUTE
BOSTON, MA | JANUARY 8-10, 2016 | #SDI2016
Welcome to Boston!

Bean Town. The Athens of America. The Hub of the Universe. Whatever you call it, Boston welcomes you to the third annual CIVSA Student Development Institute!

Your Conference Committee has put their collective hearts and souls into creating an unforgettable experience for you this weekend. Take advantage of all the wonderful activities and sessions we’ve planned. We know you will be inspired both professionally and personally.

We’re so glad you’re here. We hope you’ll discover a lot of information to take back to your schools and programs.

Yours,

The #SDI2016 Committee

**Jamie Abromaitis**  
Conference Chair  
**Northeastern University**

**Education and Programming:**  
Karen Moser, Co-Chair  
*University of Texas at Arlington*  
Natalie Mann, Co-Chair  
*The University of Georgia*  
Joy Ellis  
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Ashley Gorden  
*Capital University*  
Sara Sorenson  
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Brittany Trimble  
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*Northeastern University*  
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*Northeastern University*

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*Northeastern University*  
Lauren Melaugh  
*Northeastern University*  
Erica Pulaski  
*Penn State Abington*
President’s Welcome

WELCOME TO THE THIRD ANNUAL CIVSA STUDENT DEVELOPMENT INSTITUTE!

Hello!

On behalf of the Collegiate Information & Visitor Services Association (CIVSA), welcome to the Third Annual Student Development Conference at Northeastern University in beautiful Boston, Massachusetts. We are thrilled that you have taken the time to invest in your professional and personal development and hope you leave this conference feeling energized, empowered, and inspired.

Our association’s mission is to provide an avenue for higher education professionals with an opportunity to connect, exchange ideas, and build relationships with peers in information and visitor services. A few years ago, we developed a venue for this mission with our most valuable asset—our student leaders. To date, our SDI Conference has impacted over 240 students from 81 different institutions. Special thanks to SDI Conference Chair, Jamie Abromaitis of Northeastern University along with the entire planning committee for their efforts and vision in shaping this year’s event.

During your time on the Northeastern Campus, I challenge you to take away as much as possible. Attend as many educational sessions as you can—divide and conquer is a great way to accomplish this goal. Get out of your comfort zone - try to sit with someone you don’t know. Exchange contact information with others—lots of questions come up once you get back home. And finally… HAVE FUN! We hope your take-away from this experience is that CIVSA is all about sharing ideas while learning from others.

Thank you for attending this year’s CIVSA Student Development Institute — it is truly our pleasure to welcome you to the CIVSA community! I am confident that you will leave this event with innovative ideas, new friendships, and helpful resources.

Jaime Rensel, M.Ed
CIVSA President
Arizona State University
### Schedule

**FRIDAY, JANUARY 8, 2016**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30am – 5pm</td>
<td>Registration and Check-In</td>
<td>Hilton Lobby, Second Floor</td>
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| 9am – 1:15pm  | Campus Tour – Bundle A  
*Emerson College, Suffolk University, & Boston University* | Hilton Lobby, Second Floor      |
| 2pm – 4pm    | Campus Tour – Bundle B  
*Northeastern University*                                              | Hilton Lobby, Second Floor      |
| 5pm          | Conference Welcome                                                   | Hilton – Belvedere Ballroom     |
| 5:15pm       | Small Group Connections                                              | Hilton – Belvedere Ballroom     |
| 6pm          | Dinner and Sponsored Speakers  
*Jeff Kallay, Co-Founder and CEO  
Brittany Joyce, Consultant  
Render Experiences* | Hilton – Belvedere Ballroom     |
| 7pm          | Keynote Speaker  
*Eric Johnson, Director of Visitor Services  
The University of Georgia* | Hilton – Belvedere Ballroom     |
| 8pm          | Experience Boston!  
*Explore Boston’s rich history and urban offerings  
in one of America’s most desirable neighborhoods* | Hilton – Belvedere Ballroom     |
Good Morning!  
Breakfast on your own

8:15am  
Public Transportation to Northeastern University  
Admission Visitor Center, 40 Leon Street, Boston, MA 02115

9am  
Morning Welcome  
20 West Village F

9:20am – 10am  
Educational Breakout Session A  
Abstracts and Themes Located on Page 16

You’ve Got A Friend In Me: Mentorship and peer evaluation in the Husky Ambassador Program  
Northeastern University  
102 West Village G

Tours and Interactions: Not just another number  
Harvard University  
104 West Village G

Work Hard; Play Smart: Owning your stereotypes  
West Virginia University  
106 West Village G

Wildcat Ambassadors: The purrrfect training program  
University of Kentucky  
110 West Village H

Featured Advisor Session  
Render Experiences  
PR1 West Village F

10:10am – 10:50am  
Educational Breakout Session B  
Abstracts and Themes Located on Page 17

Gold Digger: A guide to creating an unforgettable and true experience  
Georgia State University  
102 West Village G

Squad Goals: Engagement and retention in a large volunteer program  
Northeastern University  
104 West Village G

Selecting Tour Guides: The recruitment process  
Yale University  
106 West Village G

Changing the Pace, One Step at a Time  
Merrimack College  
108 West Village G

Maintaining Major League Talent: Successful strategies for covering your bases and scoring a winning team  
CUNY Baruch College  
108 West Village H

Creating a Legacy: Training new ambassadors for success  
University of South Carolina  
110 West Village H
### Schedule
#### Saturday, January 9, 2016

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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| 11am – 11:40am| Educational Breakout Session C  
*Abstracts and Themes Located on Page 19*  
50 Shades of You: A guide to perfecting your show  
*Georgia State University*  
Walking Backwards Through History  
*Penn State University*  
It All Begins with YOU!  
*Wichita State University*  
Cohort Model for Mentorship and Professional Development  
*Bryn Mawr College*  
Maintaining Consistency; Embracing Individuality  
*Skidmore College* | 102 West Village G, 104 West Village G, 106 West Village G, 108 West Village H, 110 West Village H |
| 12pm – 1pm    | Lunch and Sponsored Speaker  
*Mike Canfield, Director of Partner Services*  
*Welcome To College* | Curry Student Center |
| 1pm – 1:15pm  | College T-Shirt Exchange | Curry Student Center |
| 1:30pm – 2:10pm| Small Group Connections | See handout for assignments |
| 2:20pm – 3pm  | Educational Breakout Session D  
*Abstracts and Themes Located on Page 20*  
Extraordinary Students: On and Off the Route  
*Penn State University*  
Leading the Pack: The In’s and Out’s of a Student Advised Tour Guide Program  
*Albion College*  
Show Them Who You Really Are: Shadow a Current Student!  
*University of Maryland*  
Fun in the Florida Sun: A Program Built on Community and Camaraderie  
*Florida Southern College*  
### Schedule

**Saturday, January 9, 2016**

**3:10pm – 3:50pm**

*Educational Breakout Session E*

*Abstracts and Themes Located on Page 20*

- **The Value of Incentivization:** Keeping Student Volunteers Motivated  
  *Penn State University*
  
  102 West Village G

- **Structurally Sound**  
  *Ferris State University*
  
  104 West Village G

- **Making a Big University Feel Small**  
  *University of Texas - Arlington*
  
  106 West Village G

- **Time to Hang Up The Polo**  
  *High Point University*
  
  108 West Village H

- **Touring New England: Three Distinct Models of Student Ambassador Organizations**  
  *Saint Michael’s College, Westfield State College, and the University of Maine - Farmington*
  
  110 West Village H

**4:30pm – 6:30pm**

*Experience Boston*

Visit one of Boston’s most famous landmarks and grab yourself a bite to eat!

**7pm – 9pm**

*Conference Closing*

- **The Midy Zevlin present an improvised “Day in the Life of an Admission Ambassador”**

- **Heavy Boston-themed hors d’oeuvres**

- **Star Awards Ceremony and Conference Closing**  
  *(find out more about Star Awards on Page 11)*

**Hilton – Belvedere BallRoom**

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**Third Annual Student Development Institute | #SDI2016**
Conference Speakers

JEFF KELLAY
CO-FOUNDER AND CEO, RENDER EXPERIENCES
DINNER SPONSOR AND FEATURED ADVISOR SESSION PRESENTER

Jeff Kallay always asks the big questions and will challenge clients with, “Why...?”

Born in Pittsburgh, raised in Florida, Jeff’s innovative campus visit work has been featured on the cover of the Chronicle of Higher Education, in the national section of the New York Times, in University Business Magazine, Inside Higher Ed, and several other leading industry publications.

He is an extremely popular speaker at conferences and workshops around the country and has become the nationally respected authority on the emerging “experience economy” and the all-important campus visit experience. He’s known for his booming voice and boisterous attitude.

Prior to cofounding Render Experiences (formerly TargetX Campus Visit Consulting), he spent six years at TargetX launching and expanding the consulting division to more than 300 campus visit clients.

On average, he hits six campuses a month, thrives on helping colleges and universities find their DNA, and then create campus visit experiences that connect to hearts, minds, and spirits.

Additionally, Jeff studies and presents about American generations with particular expertise on the current youth generation, the Millennials. He helps colleges and organizations understand generational differences and how to best connect with each unique peer group.

Influenced by James Gilmore and Joseph Pine, authors of the groundbreaking book, The Experience Economy — Work is Theatre and Every Business a Stage, published by Harvard Business School Press, Jeff researches, writes and lectures on the topic. He’s a proud recipient of Pine & Gilmore’s Experience Management Achievement award for his innovative campus visit consulting work.

He’s a graduate of Lee University (College) in Cleveland, TN. He started his admission career as their first non-singing recruiter at Lee. Jeff is an avid reader, loves Sci-fi and Zombie genres, and is a passionate Gators and Steelers football fan.
Brittney Joyce earned a master’s degree in Higher Ed Administration and College Student Affairs from the University of South Florida. An authority on student development, she has spent her career advocating for student organizations and helping admissions professionals understand their incredible impact with respect to the campus visit.

While giving a tour of her alma mater, Eckerd College (St. Petersburg, FL), a strong wind knocked Brittney off a 13-foot sea wall but she conducted the remainder of her tour swimming and shouting from the waves of Boca Ciega Bay. She understands one point of the campus visit extremely well: the show must go on. Four campuses and 11 years later, Brittney has worked at a wide range of institutions in several admissions roles with progressive responsibility, most recently as Campus Visit Manager at Furman University (Greenville, SC). Big, public, small, private, residential and commuter, Brittney’s experiences working at the University of South Florida, Southern Methodist University and the University of Texas at Arlington have shown her the “ins-and-outs” of designing a campus visit tailored to each institution’s unique culture.

A native of Dallas, Texas, Brittney has learned that southern charm and hospitality go a long way in cutting through higher education red-tape and bureaucracy when she’s leading the charge. She has learned the importance of finesse when getting buy-in from campus constituents, establishing trust and accountability with students and staff, asking the tough questions of administrators, and being persistent in the pursuit of authenticity (all with a smile and a glass of sweet tea).

Brittney resides in Spartanburg, South Carolina with her husband, son and two dogs. In her spare time, she serves as an advisor for a local sorority chapter, makes authentic Tex-Mex meals (with real tortillas), and monograms anything she can hold down.
MIKE CANFIELD
DIRECTOR OF PARTNER SUCCESS, WELCOME TO COLLEGE LUNCH SPONSOR

Before joining Welcome To College, Mike Canfield was the Director of Admissions at a small college in Virginia and has over twenty years of experience in higher education, management and training. He has done everything from planning campus-wide visit events to guiding visiting families on campus tours. He knows firsthand how critical a campus visit can be to students making their college decision. As a result he understands how important student tour guides are in building relationships between new students and their school.

Mike earned his Bachelor’s degree from James Madison University and his Master of Arts from Marymount University. He resides in Ashburn, Virginia just outside Washington D.C. where he and his wife Kerry stay busy keeping up with their three sons — Chris, Nick and Alex. He enjoys coaching basketball and soccer and is passionate about triathlons, mountain biking and desserts!

ERIC JOHNSON
DIRECTOR, VISITORS CENTER, THE UNIVERSITY OF GEORGIA KEYNOTE SPEAKER

Eric Johnson is a 1986 graduate of the University of Georgia with an A.B.J. in Telecommunication Arts and a minor in Speech Communication. After graduating from UGA, he worked on the staff of a U.S. Congressman in Washington, D.C. for more than four years, serving as legislative assistant and press secretary. Eric worked in the UGA Office of Undergraduate Admissions from 1992-2007. He was an Associate Director of Admissions and served for thirteen years as Director of New Student Orientation. He has been at the UGA Visitors Center since November of 2007.

He thinks the best way to understand something is to try to express it, so he speaks to audiences regularly and writes online at ExcellentJourney.net.

Eric and his wife, Shanna, have two young daughters, and they love cheering on the Georgia Bulldogs together in one of America’s most charming college towns—Athens, Georgia.
At the 2nd Annual Student Development Institute in Lexington, Kentucky the first-ever CIVSA SDI All-Star Team was recognized. The idea for the CIVSA SDI All-Star Team was developed by the Committee and modeled after the Association’s “Foot Awards” given at the CIVSA Annual Conference to recognize outstanding attendees who have “left their footprint” or in this case “shined brightly” during the event.

Only student attendees are eligible to be nominated and can be nominated by any attendee of SDI – including advisors and fellow students. All nominations will be considered and recipients will be selected by the Student Development Committee and announced at the conclusion of SDI.

Nominees can be considered for any reason that includes, but is not limited to, examples of providing a great presentation, being a leader, helping others and/or showing great potential to be a future leader in the field of information and visitor services as a profession.

You can nominate a potential SDI All Star using Guidebook! Paper nomination forms are available as well.

The 2015 CIVSA SDI All-Star Team
Richard Felty, The Ohio State University
Nate Jones, University of West Georgia
Ashley Mailloux, Transylvania University
Leo Sanchez, The University of Arizona
Sidney Sherrill, Georgia Tech

The 2016 CIVSA SDI All-Star Team
Coming Soon!
Experience Boston!

FRIDAY, JANUARY 8, 2016

The Shops at Prudential Center – 800 Boylston St, Boston, MA 02199

Indulge in a little window shopping or treat yourself to something fun! The Shops at Prudential feature department stores, specialty boutiques, and even some fun kiosks with Boston-themed souvenirs.

Walking Directions: Take a left on Belvidere St. upon exiting the hotel. Walk down Belvidere, and the entrance to the shops (you’ll see the Cheesecake Factory) will be on your left.

Open Until: 9pm
Cost: Free!

Bowling at Kings – 50 Dalton Street, Boston, MA 02115

Lace up your bowling shoes! Kings is right down the street from the hotel and offers bowling, shuffleboard, and skee ball in a fun atmosphere with snacks and music. Check out their website (kingsbowlamerica.com/boston) to reserve a lane and check out the menu. * Kings is 21+ after 8pm.

Walking Directions: Take a left on Dalton St., and in a few short steps, Kings will be on your left.

Open Until: 1am Friday, 2am Saturday
Cost: $8 per bowling game (plus $4 to rent shoes). Prices vary for other activities

Ice Cream at JP Licks – 1106 Boylston St, Boston, MA 02215

Named for the Jamaica Plain area of greater Boston, JP Licks is a Boston cult favorite! They are known for their innovative flavors, homemade ice cream and frozen yogurts, and epic frappes.

Walking Directions: Take a left on Dalton St., followed by a left on Boylston St. You’ll cross over Massachusetts Ave., and JP Licks will be on your left.

Open Until: 11pm

Stroll Along Newbury St.

With eight blocks of boutiques, storefronts, restaurants and salons, Newbury Street is one of Boston’s most famous landmarks. Even just walking along the beautiful brownstone storefronts is a fantastic way to experience Boston. If you’d like to grab a snack, we suggest stopping at Shake Shack for some French fries or custard at 234 Newbury St.

Walking Directions: Take a right on Dalton St when exiting the Hilton. Turn right on Boylston St, and then take a quick left on Hereford St. Walk one block and you will be at Newbury St.

Open Until: Varies by store; Shake Shack is open until 11pm!
Cost: Free!
Experience Boston!

FRIDAY, JANUARY 8, 2016

Tour the Skywalk – 800 Boylston St, Boston, MA 02199

Offering the best view in the city, the Prudential Center Skywalk Observatory provides a 360-degree view of the Greater Boston area. A great way to get acquainted with the city, visitors can see multiple Boston landmarks, including the Boston Common, Fenway Park, the Charles River, and more.

Walking Directions: Take a left on Dalton St when exiting the Hilton, and then take an immediate left on Belvidere St. The entrance to the Prudential Center is on the corner of Belvidere and Huntington Ave, and tickets may be purchased at the Skywalk Observatory Kiosk.

Open Until: 8pm; last admission is 30 minutes prior to closing
Cost: $13 with a student ID; $17 without

Boston Common/Frog Pond – 38 Beacon St, Boston, MA 02108

The Boston Common is a 50-acre park located right in the center of downtown Boston. It is the oldest park in the country, and it is the anchor for the city's Emerald Necklace, a series of connected parks that wind through Boston’s neighborhoods. Within the Boston Common, you’ll find the Frog Pond, which is turned into an ice rink during the winter months.

Subway (T) Directions: Take the MBTA Green Line from Hynes Convention Center to Park St or Boylston Station.

Open Until: 10pm
Cost: Free to walk around; $6 to ice skate plus $12 for skate rental

See a Movie Downtown – 175 Tremont St, Boston, MA 02111

January in Boston can be cold and snowy, which also happens to be perfect movie weather. If you’re interested in seeing a movie, the AMC Loews is located right off the Boston Common in the center of downtown.

Subway (T) Directions: Take the MBTA Green Line from Hynes Convention Center to Boylston Station. You will see the AMC Loews right across Park St.
Open Until: Your movie is over!
Cost: Approximately $13 per ticket
Experience Boston!

**Saturday, January 9, 2016**
**Boston's Faneuil Hall and Quincy Market**

**Faneuil Hall Marketplace — 4 South Market Building, Boston, MA 02109**

Enjoy one of Boston’s most loved historic locations! Faneuil Hall Marketplace and Quincy Market (right next door) provide tons of shopping options and delicious food (chowdah, anyone?). Be sure to stick around to see if any street performers come to dazzle the crowds! *Open until 9 PM daily.*

**Freedom Trail – Begins at the Boston Common**

The Freedom Trail is a 2.5 mile, red-lined route that takes you through the beginning of the American Revolution. The Trail begins at the Boston Common and works its way through the historic North End and across the Charles River into Charlestown. Download a map of the trail at thefreedomtrail.org.

**North End – Hanover Street**

The historic North End runs along Hanover Street and is famous for authentic Italian cuisine and storefronts. The biggest rivalry in Boston is between Mike’s Pastry and Modern Pastry – both shops are located on Hanover Street, and it’s up to you to decide who wins!

**New England Aquarium – 1 Central Wharf, Boston, MA 02110**

Turtles, penguins, sea lions...the gang’s all here! The New England Aquarium is a short walk from Government Center and features lots of aquatic friends. The Aquarium provides educational opportunities for kids and adults alike in Boston. *Open until 6 PM on Saturdays; $24.95 with student ID*

**Boston Public Market – 100 Hanover Street at Haymarket Station**

The Boston Public Market is the indoor version of an outdoor farmer’s market. This year-round, permanent market features locally-sourced food from around New England and is the only locally-sourced market of its kind in the United States. *Open until 8 PM.*
About CIVSA

THE GATEWAY TO INFORMATION AND VISITOR SERVICES WITHIN HIGHER EDUCATION

The CIVSA Vision is to partner with higher education professionals to set standards of excellence in the field of information and visitor services.

Our Mission is to provide knowledge exchange, research and connections in an inviting arena that builds professional and personal relationships.

Membership — We support our dynamic membership of collegiate professionals through every decision made

Communication — We seek out all avenues to strengthen connections and networking among our membership

Education — We provide leadership and a variety of innovative educational formats to support professional growth

Executive Board

President — Jamie Rensel, Arizona State University
President Elect — Karlene Kunigel, Skidmore College
Immediate Past President — Cindy Singley, Auburn University
Secretary — Stephen Barnett, University of Kentucky
Treasurer — Chris Bierdeman, University of Northern Colorado
Director of Communications, Nick Gonzales, University of Wisconsin-Madison

Regional Directors

Region One — Scott Kirkessner, The University of Utah
Region Two — Dee Lambert, The University of Texas at Arlington
Region Three — Andrew Boehm, Miami University
Region Four/Five — Andrew Cohen, Hofstra University

Committee Chairs

Communication — Nick Gonzales, University of Wisconsin-Madison
Council of Past Presidents — Betty Spengler, University of Maryland
Educational Resources — Joe Tiesi, Binghamton University
Member Relations — Tim Lipman, Illinois Institute of Technology
Nominating Committee — Cindy Singley, Auburn University
Regional Review — Karlene Kunigel, Skidmore College
Research and Assessment — Laura Stansell, University of Tennessee
Standards — Ed Parker, Liberty University
Strategic Planning — Cindy Singley, Auburn University
Voting Procedures Review — LeAnn Stroupe, University of Missouri & Stephen Barnett, University of Kentucky
2016 Conference — Ashley Bair, University of Maryland & Wes Sullivan, California Lutheran University
Session Abstracts

9:20am – 10am

You’ve Got A Friend In Me: Mentorship and peer evaluation in the Husky Ambassador Program
Schedule Track: Training and Leadership Development
102 West Village G

Upon being hired, many tour guides panic at the mountains of information they assume they need to learn by their first tour. With the Husky Ambassador’s program, we have developed a comprehensive training approach that goes far beyond memorizing facts and stats. Our tour guides are trained extensively and evaluated by their peers to allow for continuous growth and improvement. With over 200 volunteer tour guides, there is great importance placed on not only the quality of every tour, but the support that each tour guide receives throughout their time in the program.

Presenters:
Melissa Templeton and Connor Elkhill – Northeastern University

Tours and Interactions: Not just another number
Schedule Track: Program Structure
104 West Village G

The Harvard Information Center serves as the gateway into Harvard University for the general public; providing a primary source of information for external and internal audiences, student led walking tours; self guided walking tours in multiple languages, and customized high-end VIP tours. The total volume of tours and these interactions ultimately inform and direct new approaches to aspects of operational management.

Presenters:
Kendy Maher-Trumble, Kayla Ixtlahuac, Theresa Hebert – Harvard University

Work Hard; Play Smart: Owning your stereotypes
Schedule Track: Providing Unique Experiences
106 West Village G

We will talk about not only owning stereotypes of our school but also how we sell them to prospective students and their families while out on tour.

Presenters:
Shannon Redmon - Tour Leader, Kaila Ilives - Tour Leader & Mountaineer GuidesPresident
Micayla Zynada - Tour Leader & Mountaineer Guides President-Elect, Carli Yoho - Tour Leader
West Virginia University

Wildcat Ambassadors: The purrrfect training program
Schedule Track: Program Structure
110 West Village H

Wouldn’t it be nice to hire new tour guides from a pool of students who already have experience in recruitment? The Wildcat Ambassador program does just that at Kentucky. Wildcat Ambassadors gain experience before applying as UK Visitor Center tour guides. Wildcat Ambassadors volunteer to assist with on-campus recruitment events, to travel to some of our 21 Preview Nights across the region, and to give tours to select high school and elementary groups visiting campus.

Presenters:
Jacob Westover - Co-Director of Wildcat Ambassador Program, Grace Neely - Director of Tours,
Maggie Kelly - Tour Guide, Spencer Tungate - Tour Guide – University of Kentucky
Session Abstracts

10:10am – 10:50am

**Gold Digger: A guide to creating an unforgettable and true experience**  
Schedule Track: Providing Unique Experiences  
102 West Village G

The concept of glamorizing and sugarcoating is prevalent in today’s society. If you’re having a wedding and you go to get a tour of the venue, they are going to try and get your business by degrading the competition and making them appear much better than they really are. This type of marketing has been employed by schools and Tour Guides are told to sell their school and sugarcoat the truth. But where do we draw the line between sugarcoating and lying? This presentation will go over 5 ways to sell your school without appearing to be a Gold Digger.

Presenters:  
Julian Taylor and Brian Gil – Georgia State University

**Squad Goals: Engagement and retention in a large volunteer program**  
Schedule Track: Training and Leadership Development  
104 West Village G

Finding ways to engage and retain ambassadors in a large volunteer program is a common challenge among many campus visits programs. Through an in-depth review of program priorities and organization structure, the Husky Ambassador program at Northeastern University has found great success in this area by providing exciting programming experiences and advanced leadership roles for tour guides at every level. Join us in the discussion of how to creatively retain and engage students in a large volunteer program!

Presenters:  
Courtney Brown - Student Leadership Council Chair, Jordan Nissen - SLC Recruitment, Retention and Alumni Chair, Danny Tierney - SLC Programming Chair – Northeastern University

**Selecting Tour Guides: The recruitment process**  
Schedule Track: Program Structure  
106 West Village G

At Yale, the recruitment process for selecting new guides is one of the most important aspects of our program. The recruitment process typically sees 200 applicants each year and consists of a three-round audition process. All current tour guides are actively involved in the recruitment process – from conducting interviews to helping applicants prepare for an audition tour – and work to make sure that the new tour guide class is both excellent and diverse. We will go over the details of our recruitment process as well as talk about what we look for when selecting new guides.

Presenters:  
Hannah Gonzales - Yale University Head Tour Guide and Sejal Vellab – Yale University
Session Abstracts

10:10am – 10:50am

**Changing the Pace, One Step at a Time**
*Schedule Track: Program Structure*
*108 West Village G*

With a changing campus and a growing student body, the role of the Merrimack College Ambassador program was adapted to increase interaction and face time with families. This adaptation in the role of the student ambassadors came alongside a change in program structure to include an Executive Board and a team system designed to encourage ambassadors to become more engaged in the program throughout the semester. Come learn how the Merrimack College Ambassador program evolved from just another on-campus job to a sought-after leadership position.

Presenters:
*Marina Maylor, Megan Sheppard, Rachel Wooley, Dylan Scott – Merrimack College*

**Maintaining Major League Talent: Successful strategies for covering your bases and scoring a winning team**
*Schedule Track: Training and Leadership Development*
*108 West Village H*

The Lexington League is the student admissions organization at CUNY Baruch College made up of two distinct, yet equally talented teams: Admissions Ambassadors (Major League), and Student Recruitment Team (Minor League/“rookies”). Led by the Student Management Team of “coaches” and student-run Executive Board of “team captains,” Lexington Leaguers are an INSPIRATION to prospective & current Baruch students, who serve in LEADERSHIP roles, for the RECRUITMENT of college candidates and new team players. Through this presentation, our captains and coaches will share their personal insights & experiences in the development of a successful, dynamic, all-star crew. Our motto: INSPIRE! LEAD! RECRUIT!

Presenters:
*Kenneth Geraldino, Harindo Miguelratne, Edwin Gonzalez – CUNY Baruch College*

**Creating a Legacy: Training new ambassadors for success**
*Schedule Track: Training and Leadership Development*
*110 West Village H*

The University Ambassador Program at the University of South Carolina is an organization of over a hundred individuals ranging from freshmen to seniors. As with any growing organization, maintaining quality with quantity is essential. The new ambassador training program at USC is a year-long process where new ambassadors are exposed to the requirements, impact, and culture of the University Ambassador organization. Come learn more about the unique training process utilized at the University of South Carolina, where participants will be invited to share their best practices, and we can learn together how to implement it into our programs!

Presenters:
*Ross Lordo - University Ambassador, Matt Calcagno - Captain on New Ambassador Education, Lacey Brown - University Ambassador, Taylor Wuerfel - University Ambassador, Moe Katchen - New University Ambassador – University of South Carolina*
11am – 11:40am

50 Shades of You: A guide to perfecting your show
Schedule Track: Providing Unique Experiences
102 West Village G

A tour can be an informational visit to a campus or it can be an unforgettable experience. Parents and prospective students want to be wowed and that starts with you the tour guide. This presentation will share tips on how humor, personal experiences and personality will make everyone on your tour not only want to be a student at your university but they’ll also want to be your best friend.

Presenters:
Brian Gil and Julian Taylor – Georgia State University

Walking Backwards Through History
Schedule Track: Program Structure
104 West Village G

Penn State is unique in that it has three separate organizations working together to give tours. The diversity of our organizations allows us to provide a broader range of tour types. Like most universities we provide a prospective student tour, but we also work heavily with the alumni association and the surrounding community. In this presentation we will talk about our alumni tours, and our “Lantern Tours” or tours of campus that emphasize university lore and legend. The benefits of providing tours to more than just prospective students is exponential and this presentation will discuss the benefits of honoring traditions and campus culture, and incorporating them into your tours.

Presenters:
Dominique riccardi - Tour Director for Penn State Lion Ambassadors – Penn State University

It All Begins with YOU!
Schedule Track: Providing Unique Experiences
106 West Village G

An up-close look at the personalized campus visit process that our university is ready to showcase to YOU. Combining personal touch and professionalism, our campus visit process is strong from start to finish. But it is missing just one key ingredient and that ingredient is YOU!

Presenters:
Matt Bailey - Campus Visit Assistant & Student Ambassador, Kylie Harmon - Shocker Navigator Colton Russell - Student Ambassador, Amy Young - Campus Visit Assistant & Student Ambassador – Wichita State University
Session Abstracts

11am – 11:40am

**Cohort Model for Mentorship and Professional Development**
*Schedule Track: Training and Leadership Development*
*108 West Village H*

The Cohort Model for the Bryn Mawr College Office of Admissions is a means of support for members of each cohort. It is in these groups that new tour guides can find mentors, and older guides can refresh and reflect on their experiences, while assuming a leadership position through the passage of knowledge. If guides have questions, regardless of the content of their question, tour guides can turn to their cohort, in addition to their supervisors. Furthermore, the cohorts serve as a means of continual professional development throughout the year. They will also be able to get to know the members of their cohorts on a more personal level. It is our hope that these cohorts act as another manifestation of the spirit of mentorship and leadership in the Bryn Mawr community, fostering a shared identity and responsibility for the office as a whole. In our presentation, we would like to outline our easily implemented model.

Presenters:
*Medoza Ameen - Admissions Intern and Yanira Santos - Admissions Intern – Bryn Mawr College*

**Maintaining Consistency: Embracing Individuality**
*Schedule Track: Training and Leadership Development*
*110 West Village H*

With nearly 100 tour guides and close to 500 tours a semester, making sure that everyone is giving the correct information while still remaining themselves is a daunting task. Through this presentation, we will take a look at strategies that we have implemented that enable our tour guides to give their own tour while also giving families an accurate view of Skidmore. We believe that the consistency among our tour guides and their individuality are of equal importance during the college search process and that maintaining both of these is paramount in a tour guide program.

Presenters:
*George Dilthey, Ian Gregory-Davis, Jillian Greenspan – Skidmore College*

2:20pm – 3pm

**Extraordinary Students: On and Off the Route**
*Schedule Track: Training and Leadership Development*
*102 West Village G*

Every student at any university has pride in their school, but the tour organizations at Penn State have a unique training program that gives purpose to their pride. In this session you will learn how Penn State increased retention, improved morale and a heightened confidence amongst tour guides. The transformative 6 week program helps instill the mission, vision and values of each tour organization as well as help students continue to be extraordinary on and off the route.

Presenters:
*Nick Killino – Penn State University*
Session Abstracts

2:20pm – 3pm

**Leading the Pack: The In's and Out's of a Student Advised Tour Guide Program**
Schedule Track: Program Structure
104 West Village G

Discussing all things concerning visit day preparation and tour guide leadership/coordination from a student's perspective. We hope to demonstrate how a private, liberal arts college of roughly 1,400 students recruit prospective students through establishing connection and through authentic storytelling. With two senior associate positions, the way Albion College conducts their processes of the day-to-day visits allows not only student involvement, but student professional growth as well. Also, through year-round availability of campus tours and visit days, we are eager to share our ways of preparing for and executing these events in addition to learning about other schools' ways of doing so.

Presenters:
Olivia Johnson – Albion College

**Show Them Who You Really Are: Shadow a Current Student!**
Schedule Track: Providing Unique Experiences
106 West Village G

Terp For A Day offers prospective students the opportunity to connect with current undergraduate students and experience what a typical day at the University of Maryland is like. With over 300 visit options per semester, Terp For A Day is one of UMD’s most popular visit experiences. Learn how we’ve come to create an excellent personalized experience for prospective students and ambassadors alike!

Presenters:
Courtney Blumenthal - Training Coordinator and Dan Page - Operations Coordinator
University of Maryland

**Fun in the Florida Sun: A Program Built on Community and Camaraderie**
Schedule Track: Training and Leadership Development
108 West Village H

There’s more to a tour program than simply giving good information. Florida Southern College’s Southern Ambassador Program is comprised of a diverse group of 40 involved students who give exceptional campus tours, foster lifelong friendships, and have a whole lot of fun. This presentation will explain how the program builds a strong sense of community among students, promotes campus pride, and serves as a fun extracurricular activity students thoroughly enjoy. Learn why our program has applicants scrambling for a chance to join the Mocs Southern Ambassador team.

Presenters:
Katie Widner - Southern Ambassador President and Alex James - Southern Ambassador Vice President – Florida Southern College
Session Abstracts

2:20pm – 3pm
Customer Service Redefined
Schedule Track: Program Structure
110 West Village H

In times when going beyond the extra mile is expected, we still need to work to exceed guest expectations. The purpose of this session is to detail how we have reworked our role to incorporate a variety of aspects into our customer service philosophy here at Michigan State University. Delivering Outstanding Spartan Experiences (D.O.S.E) provides a framework for transitioning from good customer service philosophy to a great customer service philosophy.

Presenters:
Mariah Cantlin - Neighborhood Host and Elizabeth Taylor - Neighborhood Host
Michigan State University

3:10pm – 3:50pm
The Value of Incentivization: Keeping Student Volunteers Motivated
Schedule Track: Training and Leadership Development
102 West Village G

In this presentation, the crucial nature of incentivizing student volunteers will be discussed. Having tour guides who are excited about doing their jobs is absolutely essential. The enthusiasm with which visitors are welcomed to the university plays a significant role in the overall impression that they will take away from their time on campus. In order to keep student volunteers engaged, it is necessary to provide them with goals that they can reach for, to praise them when they’ve earned it, and to make sure they see the impact and value of their work.

Presenters:
Thadeus Abramovich – Penn State University

Structurally Sound
Schedule Track: Program Structure
104 West Village G

Ferris State presents a much different structure than we have seen at other CIVSA member schools, with our ambassador team working in our call center, handling admissions inventory alongside their tour responsibilities. Because of the well-roundedness of their knowledge and the number of hours we are able to give each student, our turnover rate is incredibly low, while many other offices in the admissions area face high turnover. Our goal is to present the information regarding our structure, why it works for us, and how it allows us to be self-sufficient in this ever-changing environment.

Presenters:
Brent Oberlin, Amanda Thomas, Alex Martel, Amy Larkins – Ferris State University

Time to Hang Up The Polo
Schedule Track: Training and Leadership Development
108 West Village H

We all know that being a campus ambassador teaches many skills, but how will you use them as you move into life after college? Learn how to take your best tour-guide qualities and turn them into desirable professional skills.

Presenters:
Emma James Barksdale - University Ambassador, AJ DiRosa - University Ambassador, Claudia Beard - University Ambassador, Abby Cianciolo - University Ambassador – High Point University
Session Abstracts

3:10pm – 3:50pm

Making a Big University Feel Small
Schedule Track: Providing Unique Experiences
106 West Village G

Being a large, urban institution, The University of Texas at Arlington strives to make each tour guest feel important, despite the fact that we provide tours to over 20,000 guests annually. From how our tours are structured, to the personalization we provide our guests, this presentation will focus on several things we do to make everyone that visits UTA feel special and appreciated. At UT Arlington, we make sure prospective students don’t feel like “just a number”.

Presenters:
Alexandra Hanes - MavElite Captain, Andrea Rivera - MavElite Captain, Gustavo Bocaranda - MavElite Captain, Sergio Ramirez - MavElite Captain – University of Texas – Arlington

Touring New England: Three Distinct Models of Student Ambassador Organizations
Schedule Track: Program Structure
110 West Village H

Learn about three different types of student ambassador organizations from across New England. See how a small private college in Vermont, a public university in Maine and a public university in Massachusetts use their student ambassadors to effectively recruit students between a variety of campus visit programs.

Presenters:
Matthew Seklecki - Assistant Director of Admissions, Michael Stefanowicz - Assistant Director of Admissions, Kerry Kowalczyk, Katelyn Shea - Westfield State University

A joint presentation hosted By: Saint Michael’s College, The University of Maine, and Westfield State University
Small Group Connections

**SDI Small Group Connections** provide attendees the opportunity for networking, rejuvenation, lively discussion and problem solving! The time you have with your Small Group Connections may be brief but it will allow you to help choose the topics that will be covered.

Every group will have facilitators who are veterans in the field. They know the joys and challenges of working with visits, events and Welcome Centers and they are there as a resource for you. Facilitators will encourage you to discuss sessions that have been covered in conference, and will provide time for some group introspection as you work together to solve one another’s professional challenges.

Our hope is that you and your group will keep the conversation flowing long after we have all left Boston.

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<tr>
<th>Group Name</th>
<th>Table Number Friday 5:15pm</th>
<th>Small Group Location Saturday 1:30pm</th>
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See You In San Diego!

23rd Annual CIVSA Conference
May 31 – June 3, 2016

www.civsa.org