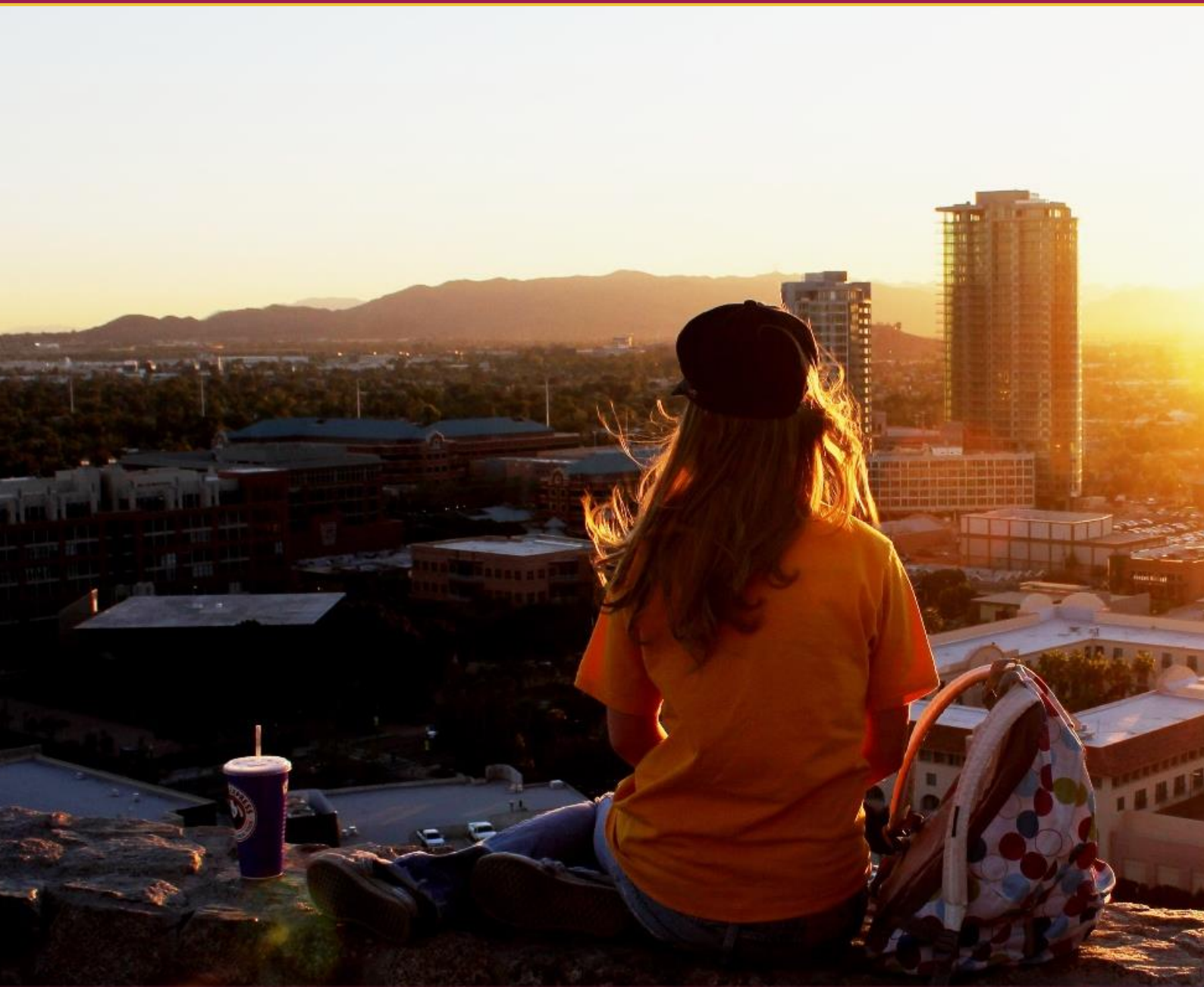
CIVSA

Collegiate Information & Visitor Services Association

The gateway to information and visitor services within higher education



4TH ANNUAL

STUDENT DEVELOPMENT INSTITUTE

Phoenix, Arizona | January 6-7, 2017 | #civsasdi2017

Welcome to Phoenix!

Welcome to the Valley of the Sun, where sunshine reigns supreme! Phoenix and Arizona State University welcome you to the heart of the Southwest for the 4th annual CIVSA Student Development Institute!

Your Conference Committee has put their energy and enthusiasm into creating a memorable experience for you this weekend. We hope you take advantage of all the wonderful activities and sessions we have planned for you. Our goal is that you will be motivated to grow both professionally and personally.

We're so glad you're here. We hope you'll discover new and valuable information to take back to your schools and programs.

Sincerely,
The #civsasdi2017 Committee

Liz Hill
Conference Chair
Arizona State University

Education and Programming:
Jaime Rensel, Chair
Arizona State University

Risa Farrell
UC San Diego

Kirsten Wiley
Arizona State University

Local Arrangements and Transportation:
Nicholas Macqueen, Chair
Arizona State University

Publicity and Promotion:
Katie Annan, Chair
University of South Carolina

Alexandra Galbreath
Oregon State University

Dakota Flynn
College of Charleston

Jo Golden
Western Washington University

Welcome to the 4th Annual CIVSA Student Development Institute!

Hello Students and Visit Professionals from around the country! On behalf of the Collegiate Information & Visitor Services Association (CIVSA), welcome to the 4th Annual Student Development Institute at Arizona State University at Tempe. 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 opportunities for higher education professionals to connect, exchange ideas and build relationships with peers in Information and Visitor Services. Four years ago, we developed a venue for this mission to include our most valuable team members – our student leaders.

This SDI Conference will impact more than 200 students and 92 professional staff members from 69 different institutions. Special Thanks to the SDI Conference Chair, Liz Hill of Arizona State University at Tempe along with the entire planning committee for their incredible effort and vision in shaping this year's event.

During your time on Arizona State University's campuses, I challenge you to network with your colleagues from other institutions and learn as much as possible to bring back to your campuses. You and your team members should try to attend as many educational sessions as possible, even if that means splitting up to attend different sessions and then coming back together to share what you have learned. I would encourage you to push yourself out of your comfort zone and introduce yourself to someone you do not know at every opportunity whether it be at meals or during sessions. Don't forget to exchange contact information with others because many questions come up once you return to your campus. And finally . . . HAVE FUN! During this experience, it's our hope that you will learn from one another and share new ideas.

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.

Karlene Kunigiel

Karlene Kunigiel, CIVSA President
Skidmore College

CIVSA
Collegiate Information & Visitor Services Association
The gateway to information and visitor services within higher education

Phoenix, Arizona

Phoenix is the capital of Arizona. Known for its year-round sun and warm temperatures, it anchors a sprawling, multicity metropolitan area known as the Valley of the Sun. The most populous state capital in the United States, and the only state capital with a population of more than 1 million residents, Phoenix ranks as one of the fastest-growing cities in the nation.

Fun Facts About Phoenix:

- Its residents are called Phoenicians.
- Phoenix has more days annually where the temperature exceeds 100°F than any other major U.S. city.
- Phoenix's South Mountain Park is one of the nation's largest city parks. At over 16,000 acres, it's nearly 20 times larger than Central Park.
- The greatest snowfall recorded in Phoenix measured exactly 1 inch, although it happened twice—1 inch fell in 1933 and another in 1937.
- Other proposed names for the city were Stonewall, after Stonewall Jackson, and Salina, an early name for the Salt River, which flows through Phoenix.

4

Arizona State University

Arizona State University (ASU) is a comprehensive public research university, measured not by whom it excludes, but rather by whom it includes and how individuals succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

ASU has reinvented the learning, living and research environment. Students have the flexibility to control their learning clock-speed and pursue knowledge in unprecedented ways. ASU has forged groundbreaking academic and discovery partnerships across education, industry, government and the community, which provide valuable opportunities for learners of all ages.

5 Table of Contents

6 | SDI Attendees

10 | SDI All-Star Awards

11 | Conference Schedule

17 | Session Abstracts

32 | Conference Speakers

35 | Small Group Connections

36 | Thank You to our Sponsors

37 | Experience Phoenix

42 | About CIVSA

43 | Map of Arizona State University

44 | Map of Memorial Union – 2nd Floor

Social Media Contest

Want a chance to win Amazon giftcards? Post to social media using **#civsasdi2017** and you'll be entered to win!

The drawing will be held at the closing banquet.

6

SDI ATTENDEES

American University
Megan Nassau
JV Kirkland
Josh Hare
Sarah Persichetti

Arizona State University
Jaime Rensel
Kirsten Wiley
Liz Hill
Nick Macqueen
Sarah Hickam
Samantha Lyons
Ethan Barlow
Aashini Choski
Breanna Carpenter
Ernesto Hernandez
Reena Patrose
Morgan Alkahlout
Jaime Mendoza
Nancy Rodas Arguelles
Angel Hurtado
Naila Littell

Auburn University
Jordan Holladay
Mary Vo
Clay Pruett

Baruch College
Keith Geraldino
Kristin Pedicone
Estrella Redondo
Saveen Wijebandara
Harindu Migelratne
Yash Agarwal

California Lutheran University
Wes Sullivan
Christina Sharkey
Katrina Petty

Central Washington University
Matthew Cziske
Annelise Bogue
Joel Ford
Mariah Perkins
Kyle Hanis

Clemson University
Tracey O'Kelley
Robert Lee Storey
Drew Early
Dana Buskovitz

Coastal Carolina University
Rebecca Johnson
Alan Lemons
Franasia Safayan-Greene
Ali Beatty
Colton Aksomitus

Coker College
Sarah Jeffery
Beth Kopistecki

Concordia College
Martha Mink
Marcus Comstock
Alisha Knutson
Sam Bennett
Angie Stahlmann

East Tennessee State University
Corintha Duncan
Lexis Covington
Benjamin Ryan Lynch

Eastern Arizona College
Chalene Preston
Erik Lehmann
Callie Thygerson
Skylee Scott
Estella Udall
Alexis Hurley

Eastern Washington University
Nathan Marney
Abbi Vance
Jennifer Wirth

Florida Polytechnic University
Lauren Willison
Karla Martinez
Makala Quinn
Brandon Dupuis
Kirsten Benjamin

Furman University
Laura Williams
Jackson Pearce

Georgia State University
Sonya Ovbey
Michael Knoblock
Corey Gray

Georgia State University, Perimeter College
Jaleen Washington

High Point University
Julee Mitsler
Nicholas Muniz
Mallory Bookser

Illinois Institute of Technology
Tim Lipman

James Madison University
Paul Campbell
Lauren Wholihan
Christian Burnett
Valerie Cateriano
Kasey Orange
Jessica Dymon

Lafayette College
Ed Bianchi
Matt Baldino
Jenn Burkhart

Lander University
Amanda Platt
Katie Sherfield
Alexis Jackson

Marymount University
Melissa Ramos
Eric Jefferson
Bridget Nagy
Corey Moultrie
Rachel Keenan

Medaille College
Jonathan Augustyn
Sam Beesley
Amanda Knapp
Kyra Malinowski

Merrimack College
Sara Bird
Cole Ruley
Jenna Coviello

Michigan State University
Matthew Kulju
Megan Rick
Lauren Croud

Northeastern University
Devin Smith
Matthew Dunn
Shreya Viswanathan
Carolyn Schuette

Oregon State University
Alex Galbreath
Liz Wells
Abegail Carpenter

Pennsylvania State University
Sam Fowler
Rosie Heller
Breynne Guy
Shane Lutton
Holly Andre

Presbyterian College
Ashley Kabel
Elizabeth Myers
Joel Tillirson

Purdue University
Todd Iler
Kimberly Fu
Jimmy Krenz

Randolph-Macon College
Olivia McGuckin
Andrew Rowe
Fraser Mayberry

Saint Mary's University of Minnesota
Lindsey Darling
Frydha Cordova-Fragozo
Carlee Jo Vonderheid

Sam Houston State University
Rosa Mejia
Samantha Aldrich
Cara Engelking
Joshua McGinty
Haley Fender
Destiny Caldwell
Brigid Gould
Erika Brown

Seattle University
Monica Tafoya
Cole Dedmon
Tucker Price

Skidmore College
Karlene Kunigiel
Jillian Greenspan
Ian Gregory-Davis
Kaitlin Curley Anders
Nola Donkin
Matt Lueckheide

Sonoma State University
Melanie Gonzales
Max Hull
Alma Martinez

Southeast Missouri State University
Casey Palmer
Courtney Brooks

Southern Illinois University, Carbondale
Rita Medina
David Pickett
Joe Locher
Emily Buice
Alison Oakes

Southern New Hampshire University
Jacquelyn Tremblay
Ali Hayes
Olivia Imprescia
Allie Either

St Johns University
Ilana Ciccone
Letitia Davis
Julia Bennefeld
Jamee Mayo

Suffolk University
Amber Fitzgerald
Jonathan McTague
Michael Royce
Dan Hurley
Michelle Lampert

Texas A&M University
Kalee Bumguardner
Yiechia Warren
Gabrielle Ford
Osvaldo Lara
Caitlin Carter
Eder Colecio

The George Washington University
Maya Williams
Simon Lazev
Austin Hunte

The Ohio State University
Nidhi Lahoti
Julie Manuszak
Maxwell Steele
Abbey Chappell
Rachel Brunello

The University of Arizona
Daniel Kellish
Kaylee Kinter
Matt Kranitz
Kyle Fisher

The University of Texas at Arlington
Karen Moser
Mark Reeder
Deandra Rose
Neelmanee Sarin
Avery Deering-Frank

University of Alabama at Birmingham (UAB)
Hilary Murrell
Emily Collinsworth
Tyler Wells
Tyler Goodwin
Carolina Grace
Miki Kinugawa

University of California, Irvine
Kelvin Lee
Frank Heyward
Marissa Sterrett
Jennifer Pearce

University of California, Los Angeles
Scott Wilson
Angela Solares
McKenna Rogan
Leah Bayers
Michael Hess
Samantha Sherry
Thomas Sills

University of California, Merced
Lizbeth Cervantes
Cecilia Plascencia
Bridget Ise

University of California, San Diego
Risa Farrell
Thomas Ohno-Machado
Devanshi Mathur
Jake Story
Selina Cantu
Elyse Goin

University of Colorado, Colorado Springs
Ariadna Coffman
Kristen LaRoy
Stephanie Kol
Ali Horton

University of Findlay
Bill Johnston
Kayla Sell
Emily Remark
Tea Hurst
Shea Watkins

University of Houston
Joey Ratcliff
Jaquelline Pena
Rooh Desta
Gabrielle Cabangon
Suzette Roldan

University of La Verne
Candyce Coleman
Brooke Grasso

University of Maryland
Betty Spengler
Melody Chandler
Kwame Kumah
Greg Mazur
Elexa Bocchino

University of Miami
Jordan Shapiro
Kelly Boyle
Alexander Mennella

University of Minnesota, Rochester
Rachel Nguyen
Cassie Weis
Madi Roettger

University of Northern Colorado
Frank Laro
Sheridan Snapp
Elisabeth Poit
Breelyn Bowe
Quianna Balloqui

University of South Carolina
Katie Annan
Michael Hodshon
David Steiner
Taylor Wuerfel
Lacey Brown
Emily Dunn

University of South Carolina, Aiken
Kevin Nolan
Davis Craig
Emily Brooke Cantrell
Joshua Capers
Lauryn Hutto

University of Tennessee
Laura Stansell
Sarah Turman
Marianne Saine
Mo Abuhmud
Sam Liggett
Christi Pugh

University of Washington, Tacoma
Kira Glynn
Ashley Leano
Duyen Tran
Meiling Sproger
Denisa Aitonean

Utah Valley University
Chad Johnson
Brynn Christensen
Cameron Bell

Vanderbilt University
Jan Deike
Julianna Staples
Kara Parker
Jay Fenton
Waleed Shaban

Weber State University
Lauren Mason
Makenna Dillingham
McKayla Moser
Josie Phipps
Alisa Hinkson

West Virginia University
Brandi Underwood
Tegan Bratcher
Ben Murray

Western Washington University
Jo Golden

Wichita State University
Jamie Hull
Leslie Bounous
Katie Kelly
Lara Brockway
Garrett Wolf
Derick Holmes

10

SDI ALL-STARS!

The idea for the CIVSA All-Star Team was 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.

2016 CIVSA SDI All-Star Team

Courtney Brown – Northeastern University
Lacey Brown – University of South Carolina
Brian Gil – Georgia State University
Jillian Greenspan – Skidmore College
Kaila Ilyes – West Virginia University
Olivia Johnson – Albion College
Aaron Martez – Florida Institute of Technology
Andrew Taja – University of Tennessee
Julian Taylor – Georgia State University

2017 CIVSA SDI All-Star Team

Coming Soon!

11

Conference Schedule

Thursday, January 5, 2017

12:00 – 6:00pm	SDI Registration and Check In	Moxy Lobby
3:00pm	Tour of Downtown Phoenix Campus *Optional*	Meet in Moxy Lobby at 2:30pm

Friday, January 6, 2017

8:30am – 12:00pm	SDI Registration and Check In	Moxy Lobby
8:30am	Breakfast on Own	
9:00 – 10:00am	Tempe Campus Tour	Future Sun Devil Welcome Center (CAVC 101)
10:00 - 10:30am	Board Transportation for other Campus Locations	Future Sun Devil Welcome Center (CAVC 101)
10:30 – 11:30am	Travel Time to other Campus for Tour (provided by CIVSA)	
11:30am – 12:30pm	Downtown Phoenix, Polytechnic or West Campus Tour	
12:30 – 1:30pm	Travel Time back to Tempe	
3:00pm	Conference Welcome ***Karlene Kunigiel,*** *CIVSA President* *Skidmore College* ***Brad Baertsch, Director of Freshman Recruitment & Admission*** *Arizona State University* ***Liz Hill,*** *SDI Conference Chair* *Arizona State University*	Memorial Union, Arizona Ballroom (MU 221)

Friday, January 6, 2017

4:00pm — **Small Group Connections**

Cholla	Gila (MU 224)
Dust Devils	Yavapai (MU 223)
Flagstaff	Rincon (MU 248)
Gila Monsters	Santa Cruz (MU 229)
Grand Canyon	Copper (MU 206)
Humphrey's Peak	Chrysocolla (MU 208)
Javelina	Yuma (MU 225)
Phoenix	Apache (MU 238)
Prickly Pear	Cochise (MU 228)
Rattlesnake	Pima (MU 230)
Road Runner	Pinal (MU 227)
Saguaro	Plata (MU 210)
Sparky	Gold (MU 207)
Tucson	Navajo (MU 240)

5:00pm — **Dinner & Render Experiences** — Memorial Union, Arizona Ballroom (MU 221)

Sponsorship Presentation:
"Parents Just Don't Understand": Understanding GenX Parents on Tour

What's with parents these days? We've noticed some pretty bad parent behavior on tour - inappropriate questions, outlandish comments, criticisms of the college in front of the whole tour group…and that's all within the first 10 minutes of the tour! The Render team will provide some history and context on why parents are behaving badly and teach you some ground-level tactics on how to wrangle them during the tour and make it a better experience for guests and, most importantly, you!

***Jeff Kallay**, Co-Founder & CEO*
Render Experiences

***Brittney Joyce**, Senior Consultant*
Render Experiences

6:30pm — **SDI Keynote:** — Memorial Union, Arizona Ballroom (MU 221)

We believe in you: How self-efficacy can be supported from the very first visit.

How supporting self-efficacy can be part of the visitor experience. Self-efficacy is a critical variable in collegiate success and Dr. Krasnow will go into some essential tools.

***Aaron Krasnow,** Ph.D., Associate Vice President of ASU Counseling Services & Health Services*
Arizona State University

7:30pm — **Team Building Scavenger Hunt** — Memorial Union, Arizona Ballroom (MU 221)

Advisor Meet-Up — Pitchforks & Corks

Saturday, January 7, 2017

7:00am	Morning Hike up "A" Mountain	Meet in Moxy Lobby at 6:30am
8:30am	Sustainable Breakfast	Engrained (2nd floor of MU)
9:00am	Morning Welcome	Turquoise (MU 220)
9:20 - 10:00am	Educational Breakout Session A *Abstracts and Themes Located on Page 17*	
	"Hello from the Outside": Lessons from Outside Higher Ed	Mohave (MU 236)
	Beyond the Tours	Gold (MU 207)
	Building your Paws: Utilizing and Developing Tools to Manage Husky Ambassadors	Cochise (MU 228)
	From the Ground Up: Growing a Volunteer Recruitment Organization	La Paz (MU 242)
	Leading Peers: Why is it so Hard?	Coconino (MU 246)
	Make Instagram Great Again: 7 Steps to Enhancing Social Engagement	Navajo (MU 240)
	Professionalism: Every Person. Every Visit. Every Call.	Apache (MU 238)
	The Walking Dead: How to Bring Those Tour Zombies Back to Life	Pima (MU 230)
10:10 - 10:50am	Educational Breakout Session B *Abstracts and Themes Located on Page 17*	
	Collaboration Between Programs: How Michigan State Became One	Gila (MU 224)
	Developing & Empowering "Real" Student Leaders	Gold (MU 207)
	It's About the Passion, Not the Pitch.	Pima (MU 230)

Saturday, January 7, 2017

10:10 - 10:50am	Leaders of Leaders: Initiating Action, Teamwork and Professionalism with a Dynamic Tiered Office Model	Navajo (MU 240)
	Microagressions: How to Minimize Unconscious Bias in your Tour and Create Inclusive Environments	Cochise (MU 228)
	Recruiting Quality Tour Guides is a Team Effort	La Paz (MU 242)
	Spin Cycle: How to Make the Most of Your Campus Stereotypes	Coconino (MU 246)
	The Training of Trams-portation	Apache (MU 238)
	You Miss 100% of the Surveys You Don't Send	Mohave (MU 236)
11:00 - 11:40am	Educational Breakout Session C *Abstracts and Themes Located on Page 17*	
	Autonomy, Authenticity, Accessibility: The Psychology Behind a Great Visitor Experience	Navajo (MU 240)
	Diversity: Nonconformity is the New Black	Rincon (MU 248)
	Field of Dreams: The Lexington League's Play-By-Play Guide to Goal Setting and Gaining Success at Baruch College and Beyond.	Apache (MU 238)
	Johnnie's Declassified School Survival Guide	Gila (MU 224)
	Let's Admit It: It's Not Just A Tour	Gold (MU 207)
	Making Every Day Feel Like March 3rd: Employee Appreciation, Recognition, and Motivation	La Paz (MU 242)
	Marketing Yourself Post-Graduation	Cochise (MU 228)

Saturday, January 7, 2017

11:00 - 11:40am	Promoting a Healthy Culture for Student Ambassadors	Coconino (MU 246)
	Tour Guide Training 101	Mohave (MU 236)
	Welcome to Our Crib: Incorporating First Years Into the Visit Experience	Pima (MU 230)
12:00 - 1:00pm	**Lunch & Welcome to College Sponsorship Presentation:** How to Lead a Tour Like a Pro ***Justin Bayer,*** *CEO* *Welcome to College*	Ventana Ballroom (MU 241)
1:00 – 1:15pm	College T-Shirt Exchange	Ventana Ballroom (MU 241)
1:30 - 2:10pm	Small Group Connections	
	Cholla	Gila (MU 224)
	Dust Devils	Yavapai (MU 223)
	Flagstaff	Rincon (MU 248)
	Gila Monsters	Santa Cruz (MU 229)
	Grand Canyon	Copper (MU 206)
	Humphrey's Peak	Chrysocolla (MU 208)
	Javelina	Yuma (MU 225)
	Phoenix	Apache (MU 238)
	Prickly Pear	Cochise (MU 228)
	Rattlesnake	Pima (MU 230)
	Road Runner	Pinal (MU 227)
	Saguaro	Plata (MU 210)
	Sparky	Gold (MU 207)
	Tucson	Navajo (MU 240)
2:20 - 3:00pm	Educational Breakout Session D *Abstracts and Themes Located on Page 17*	
	#squadgoals: Developing a Student Leadership Team	Mohave (MU 236)
	Best of Both Worlds – How to Balance School and Organizations	Apache (MU 238)

Saturday, January 7, 2017

2:20 – 3:00pm	From '07 Britney to Beyonce: "Baby Let Me Upgrade…" Your Campus Visit	La Paz (MU 242)
	From Cubs to Lions: How to Raise Them Right	Gold (MU 207)
	Group Tours: A Lost Art in Recruitment	Navajo (MU 240)
	How Do You Guide?: A Panel of Student Leaders	Pima (MU 230)
	The Art of Storytelling	Cochise (MU 228)
	The First Face They See	Coconino (MU 246)
3:10 - 3:50pm	Educational Breakout Session E *Abstracts and Themes Located on Page 17*	
	From Lemons to Beyoncé's Lemonade	Cochise (MU 228)
	Going the Distance	Navajo (MU 240)
	Ladies and Gentlemen	Mohave (MU 236)
	Once Upon a Time: The Importance of Storytelling on Campus Tours	Gold (MU 207)
	Optimize the Power of Group Tours to Encourage Diversity and College Preparedness	Coconino (MU 246)
	The Apprentice - A Re-Envisioning of the On-Boarding of Student Ambassadors	Pima (MU 230)
	The Art of Swiping Right: A Tour Guide Match Made in Heaven	La Paz (MU 242)
	To Improve is to Change	Apache (MU 238)
6:00 – 9:00pm	Conference Closing Dinner & Awards	Arizona Ballroom (MU 221)
	Southwest Theme (Cowboy boots recommended) Country Line Dance Instruction & DJ	

17

Session Abstracts

9:20 - 10:00am

"Hello from the Outside": Lessons from Outside Higher Ed

Schedule Track - Professional Staff/Advisors

Mohave (MU 236)

All too often, we look inside higher education at our competitors for trends and observations to help improve our campus visit programs. What the school down the road is doing isn't where to look - it's to companies like Starbucks, SoulCycle, IKEA and others who are staging top-notch experiences for their guests. Come learn what the Render team has learned over the last year from the outside that you can apply toward your campus visit experience.

Presenters:
Brittney Joyce - Senior Consultant
Jeff Kallay - Co-Founder & CEO
Render Experiences

Beyond the Tours

Schedule Track - Program Structure

Gold (MU 207)

Penn State is unique for it has three tour organizations that serve to help recruit new students to our university. Because our university is so large and our organizations are involved with things other than touring, we each have an executive board that oversee the different aspects and activities that our organizations have and do. This creates structure and organization. Also doing these different things outside of touring and having a six week long tour training helps both our old and new members bond and creates unity in our organizations that helps with retention. This makes our tour guides happy and excited to be tour guides and apart of our organizations.

Presenters:
Bree Guy - Tour Director
Shane Lutton - Tour Chair
Pennsylvania State University

9:20 - 10:00am

Building your Paws: Utilizing and Developing Tools to Manage Husky Ambassadors

Schedule Track - Recruitment & Retention
Cochise (MU 228)

Husky Ambassadors has an active roster of over 230 minglers and tour guides, and an overall roster of more than 350 students. Managing a volunteer group of this size is challenging. By leveraging a variety of applications, both pre-existing and custom built, we can improve group communication and provide better infrastructure within the organization. These improvements help to automate manual processes and provide better statistical insight, resulting in a more efficient organization. Husky Ambassadors builds and utilizes technological tools that can be applied to organizations of all sizes. Our tools are employed at all levels of the organization, from managing the Student Leadership Council to the smallest of operations--checking in for a tour.

Presenter:
Matthew Dunn - Operations Chair of Husky Ambassadors – Northeastern University

From the Ground Up: Growing a Volunteer Recruitment Organization

Schedule Track - Training & Leadership Development
La Paz (MU 242)

Saluki Ambassadors at SIUC started as a small group of individuals, but grew into a refined and sustainable student organization. The growth of a volunteer organization requires a multitude of elements including: creative recruitment efforts, a competitive and mindful selection process, engaging and worthwhile training and various facets of retention. We will share how these techniques help us function as a volunteer group while keeping quality, quantity and engagement.

Presenters:
Emily Buice - Vice President of Communication & Engagement
Joe Locher - Vice President of Professional Development
Alison Oakes - Vice President of Service & Membership
David Pickett - President & Chair of Leadership Development
Southern Illinois University Carbondale

Leading Peers: Why is it so Hard?

Schedule Track - Training & Leadership Development
Coconino (MU 246)

Being promoted is a very rewarding thing for anyone that seeks growth and development. However, that may mean having to supervise former peers that you initially entered the job with. This presentation will address peer leadership and will lead into a discussion on the difficulties of this rewarding and developmental experience.

Presenter:
Suzette Roldan - Visit Office Coordinator – University of Houston

9:20 - 10:00am

Make Instagram Great Again: 7 Steps to Enhancing Social Engagement

Schedule Track - Providing Unique Experiences

Navajo (MU 240)

We all know it's important to get social, but not everyone knows how to do it right. This session offers 7 steps to either start, refresh or increase your social communication to recruit students and enhance your University brand. Hear from the experience of two student ambassadors who were charged with the task of developing their University's Instagram. Come to share ideas, network with other universities and get there early; it's gonna be YUGE!

Presenters:
Cameron Bell - Diversity Outreach for UVU Prospective Student Services
Brynn Christensen - Social Media Director for UVU Prospective Student Services
Utah Valley University

Professionalism: Every Person. Every Visit. Every Call.

Schedule Track - Training & Leadership Development

Apache (MU 238)

People are the center of everything we do at visitor centers. In this fun and interactive session participants will learn the core values that guide professionalism and how to exhibit them in their daily lives. Participants will leave reflecting over their behavior and gain an appreciation and understanding for the core values of professionalism, knowledge of how these values affect daily life and an understanding that being professional requires continuous effort. These values help guide us in our mission to provide the best service for every person, every visit, every call.

Presenter:
Samantha Aldrich - Graduate Assistant – Sam Houston State University

The Walking Dead: How to Bring Those Tour Zombies Back to Life

Schedule Track - Training & Leadership Development

Pima (MU 230)

When it comes to campus tours, attendance does not always equal interest. Students may want to attend your university, but a boring tour could change their mind. Give your tour group a show that will keep them excited for all that your university has to offer. With us, you will learn how to use performance techniques to keep your guests engaged and make them eager to attend your university.

Presenters:
Corey Gray and Michael Knoblock - Tour Guides
Georgia State University

10:10 - 10:50am

Collaboration Between Programs: How Michigan State Became One

Schedule Track - Program Structure

Gila (MU 224)

Follow our history as we dive into how Michigan State University became one between our various tour programs. Get ready to learn exciting and innovative techniques on how our departments utilized the resources they had to better enhance the guests' experience. These techniques include communication skills, leadership styles and utilizing a timeline. Find out what made us want to change and how you could potentially use these techniques at your university too.

Presenters:
Lauren Croud - Tour Supervisor
Megan Rick - Tour Supervisor
Michigan State University

Developing & Empowering "Real" Student Leaders

Schedule Track - Recruitment & Retention

Gold (MU 207)

Often students are leaders only in title when it comes to Ambassador Programs. However, Lafayette's Ambassador Program allows opportunities for students to become true leaders. We have developed a model that encourages our students to not only get involved in our campus community but also take charge and motivate participating individuals. Our connected atmosphere in our Ambassador Program fosters an environment where students, rather than faculty, are encouraged to lead and carry out the successes of the program. Please come and join us as we present this model and hope to pass on this ideology to others.

Presenters:
Ed Bianchi – Advisor
Matt Baldino and Jennifer Burkhart
Lafayette College

It's About the Passion, Not the Pitch.

Schedule Track - Training & Leadership Development

Pima (MU 230)

Presented by some alarmingly attractive Arizona Ambassadors, this session is focused on emphasizing the importance and benefit of personalization. It will provide the opportunity for various ambassador programs to aid in the process of displaying what makes their schools different, and how to use that knowledge to their advantage when giving tours. This session will provide examples within our ambassador program to demonstrate how personal anecdotes, humor and spirit can reflect your school's values and how they are personified through the daily activities of each college student. We can guarantee that by the end of this session, you will not only want to be our friend, but you also will have gained the knowledge to make your tour the best it can be.

Presenters:
Kaylee Kinter, Matt Kranitz, and Kyle T Fisher – The University of Arizona

10:10 - 10:50am

Leaders of Leaders: Initiating Action, Teamwork and Professionalism with a Dynamic Tiered Office Model

Schedule Track - Training & Leadership Development
Navajo (MU 240)

Building community and leadership opportunities is at the core of our program. The goal of a multi-dimensional work environment is to give students something to work towards in their 4 years as ambassadors. Leading events, having special projects and assignments are ways to instill purpose and meaning into a job that has high demand. It also gives the whole team the opportunity to be involved with trainings, important events and initiatives.

Presenters:
Sam Bennett - Ambassador
Marcus Comstock - Senior Intern
Alisha Knutson - Senior Intern
Angie Stahlmann - Ambassador
Concordia College

Microagressions: How to Minimize Unconscious Bias in your Tour and Create Inclusive Environments

Schedule Track - Training & Leadership Development
Cochise (MU 228)

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

Presenter:
Risa Farrell - Campus Tours Coordinator – University of California, San Diego

Recruiting Quality Tour Guides is a Team Effort

Schedule Track - Recruitment & Retention
La Paz (MU 242)

We will discuss our process for recruiting the right fit for our organization starting from information sessions and club recruitment events to retaining tour guides with opportunities to develop professionally. Our organization takes a team centered approach to recruiting, training and evaluating performance. We have developed a tiered program to recruit qualified applicants that know what is expected of the position before a full induction into the program. We utilize members at every stage of the program to build the organization and improve the campus visit experience.

Presenters:
Ali Beatty - Volunteer Coordinator, Alan Lemons - Scheduling & Events Coordinator
Franasia Safayan - Hiring & Training Coordinator
Coastal Carolina University

10:10 - 10:50am

Spin Cycle: How to Make the Most of Your Campus Stereotypes

Schedule Track - Providing Unique Experiences

Coconino (MU 246)

Arizona State University provides a unique college experience in that it has four different locations, each with its own well-known stereotypes. Prospective students often come into tours with these pre-conceived notions that could potentially deter them from selecting one of our locations. Whether it be the "hectic insanity" of Tempe or the "deserted plains" of Polytechnic, each ASU campus brings with it a unique university experience. As tour guides and ambassadors to our campus, it is important that we address our stereotypes in an honest way while still selling our campus to its full potential and encouraging prospective students to consider all ASU has to offer.

Presenter:

Reena Patrose - Vice President of Devils' Advocates – Arizona State University, Polytechnic campus

The Training of Trams-portation

Schedule Track - Training & Leadership Development

Apache (MU 238)

Does your University use trams or golf carts for tours? Are you considering getting them in the near future? The session will cover efficient methods of training ambassadors on how to operate campus trams (large golf carts) for tours, how to keep these tram drivers accountable and the importance of developing good relationships with the university maintenance staff.

Presenters:

Elisabeth Poit – Transportation Coordinator, Visitors Center – University of Northern Colorado

You Miss 100% of the Surveys You Don't Send

Schedule Track - Professional Staff/Advisors

Mohave (MU 236)

Does your university host a quality campus visit experience? Do you know that for certain? How do you know where you need to improve? Often you may only hear feedback in either very good or very bad circumstances; is this anecdotal feedback enough to fully evaluate this success of your campus visit? In a world based on information and big data, a post-visit survey can provide invaluable insight and quantitative data into your campus visit experience. Come learn effective methods for: implementing a post-visit survey, engaging students with a unique research effort, offering prospective students and parents opportunity for feedback and implementing changes based on the information collected.

Presenters:

Jackson Pearce - Admissions Ambassador
Laura Williams - Assistant Director of Admissions/Campus Visit Manager
Furman University

11:00 - 11:40am

Autonomy, Authenticity, Accessibility: The Psychology Behind a Great Visitor Experience

Schedule Track - Program Structure
Navajo (MU 240)

Thinking back to your college tours, do you remember what your tour guide did to instill a sense of excitement in you? What they did to quell any anxieties you might have had? At Skidmore College, we try to provide a seamless experience for our visitors largely through our Admissions Ambassadors and their interactions with prospective families. In this presentation, we will focus on three key aspects of our program that ensure an easy and inviting visit for everyone: autonomy, authenticity and accessibility.

Presenters:
Kaitlin Curley Anders, Nola Donkin, and Matt Lueckheide - Head Ambassadors
Skidmore College

Diversity: Nonconformity is the New Black

Schedule Track - Training & Leadership Development
Rincon (MU 248)

We love to highlight the fact that the University of Houston is the 2nd most ethnically and racially diverse university in the nation. But what does that actually mean? Being an ambassador for the university means that we encounter many different types of people from many backgrounds and cultures on our tours. Participants will learn the importance of cultural competence, the challenges we face, how we aim to cater our tours to a diverse audience, relate more to our guests and help them feel at home here at the university.

Presenter:
Gabby Cabangon - Ambassador Development Coordinator – University of Houston, Main Campus

Field of Dreams: The Lexington League's Play-By-Play Guide to Goal Setting and Gaining Success at Baruch College and Beyond.

Schedule Track - Recruitment & Retention
Apache (MU 238)

An all-star admissions coach approach to utilizing team players and talent to aim high and hit home runs. Gain insights from Lexington League leaders and learn how to cover all bases with a winning mindset. The League's playbook to maximize potential ensures all-base coverage to excel both on and off the recruitment field through an engaging, enriching and empowering student experience.

Presenters:
Yash Agarwal - Treasurer, Lexington League
Keith Geraldino - Admissions Recruiter
Harindu Migelratne - President, Lexington League
Kristin Pedicone - Assistant Director of Undergraduate Admissions
Estrella Redondo - Assistant Director of Undergraduate Admissions
Saveen Wijebandara - Admissions Intern
Baruch College

11:00 - 11:40am

Johnnie's Declassified School Survival Guide

Schedule Track - Program Structure

Gila (MU 224)

As Ambassadors, there are many ways that we showcase our experiences at our universities. It may be a campus tour, open house, admitted student day, Shadow day or overnights. We are given the opportunity to showcase our experiences in hopes that the prospective student will choose our institution. At St. John's University, we are tasked with providing our accepted students with the opportunity to experience a day in the life of a Johnnie. Students are able to come and spend a night and go to class with their host. This presentation will take you through the planning process and how we create such a successful event and experience for our student.

Presenters:
Julia Bennefeld and Jamee Mayo – St. John's University

Let's Admit It: It's Not Just A Tour

Schedule Track - Training & Leadership Development

Gold (MU 207)

The University of South Carolina's Ambassador Organization prides itself on its ability to provide personalized campus tours which appeal to diverse populations of prospective students. In efforts to cater to the specific needs of students who have been granted acceptance into our university, we have come up with a system of specialized tours and appointments. These unique visits give admitted students an inside look on what it is like to be a member of our Gamecock community. Join us to learn about how to create a distinctive experience for accepted students who see the potential in matriculating at your school!

Presenters:
Lacey Brown, Emily Dunn, David Steiner, Mike Hodshon, and Taylor Wuerfel - University Ambassadors
University of South Carolina

Making Every Day Feel Like March 3rd: Employee Appreciation, Recognition and Motivation.

Schedule Track - Professional Staff/Advisors

La Paz (MU 242)

Welcome Center employees have the demanding job of always catering to prospective students, so it is important to shine a spotlight on them as well and to make them feel appreciated. This year, March 3rd is observed as Employee Appreciation Day; however, one day of motivation likely won't be enough to motivate a team. Therefore, at UTA's Dan Dipert University Welcome Center, we don't limit our employee appreciation to just one day, but incorporate it into everything we do! This presentation will focus on the wide variety of methods that our office uses to acknowledge our student staff for the vital and necessary work they perform.

Presenters:
Avery Deering-Frank - MavElite Tour Guide
Deandra Rose - MavElite Tour Guide Captain
Neelmanee Sarin - Campus Visit Intern
University of Texas at Arlington

11:00 - 11:40am

Marketing Yourself Post-Graduation

Schedule - Training & Leadership Development

Cochise (MU 228)

Regardless of your post-graduate plans, the skills that you gain from working or volunteering as an ambassador will stick with you through your professional career. This session will be a great opportunity for you to learn how to take those skills and experiences and best display them in resumes and interviews. We will be going over the skill sets that Ambassadors receive and how they match up with the top qualities companies and organizations are looking for in young professionals.

Presenter:

Nick Macqueen - Program Coordinator of Campus Visits & Events – Arizona State University

Promoting a Healthy Culture for Student Ambassadors

Schedule Track - Providing Unique Experiences

Coconino (MU 246)

This is a discussion about key components to create and maintain a healthy culture amongst student representatives. Beginning with the recruitment process, established through the training period and supported through continual development, this culture values the relationship between the student and the university.

Presenters:

Kara Parker, Waleed Shaban – Vanderbilt University

Tour Guide Training 101

Schedule Track - Training & Leadership Development

Mohave (MU 236)

Once students are hired to be ambassadors, they often worry about how they are going to learn all of the information needed to give a successful tour in their new position. This session covers the training and preparation given to new ambassadors at the University of Tennessee (UTK) to help them on that journey. New UT Ambassadors take a course that educates them on all necessary UTK information and on their future role as a campus tour guide. The new ambassador class at UTK just experienced its inaugural run, so this session will benefit programs looking to develop a training course for their newly hired tour guides.

Presenter:

Sarah Turman - Graduate Assistant for the UT Ambassadors – The University of Tennessee, Knoxville

11:00 - 11:40am

Welcome to Our Crib: Incorporating First Years Into the Visit Experience

Schedule Track - Recruitment & Retention

Pima (MU 230)

Upon entering college, many students often look to join the first student group they interacted with- the tour guides. Northeastern offers many unique opportunities for first semester students to dive headfirst into the Husky Ambassador program. "Mingling," a program that allows for first years to interact with families before tour, provides special programming and presents an opportunity to take up a position of leadership in our planning committee benefits the students, our organization and families visiting Northeastern.

Presenters:
Carolyn Schuette and Shreya Viswanathan - Student Ambassadors
Northeastern University

2:20 - 3:00pm

#squadgoals: Developing a Student Leadership Team

Schedule Track - Training & Leadership Development

Mohave (MU 236)

The TOUR Ambassador Program at Oregon State has had significant changes in recent years, including the creation of a student leadership team. This session will talk about the ideas behind the leadership team, student roles and responsibilities, what has worked and what hasn't and how this best serves students in their professional development (while helping out professional staff)! Current students will share their ideas for the future and open the floor to a discussion on how to navigate change from both sides of the table.

Presenters:
Abegail Carpenter - TOUR Ambassador
Alexandra Galbreath - Associate Director of Visit Programs & Alumni Recruitment
Liz Wells - Student Coordinator
Oregon State University

Best of Both Worlds – How to Balance School and Organizations

Schedule Track - Training & Leadership Development

Apache (MU 238)

Balancing academics and organizations can be difficult, but with time management skills it is possible to make good grades and give tours to visitors. From the training schedule to being a certified tour guide, there is a way to excel in both.

Presenters:
Gabrielle Ford and Osvaldo Lara - Texas A&M University

2:20 - 3:00pm

From '07 Britney to Beyonce: "Baby Let Me Upgrade…" Your Campus Visit

Schedule Track - Professional Staff/Advisors

La Paz (MU 242)

Three students, two years, one staff member and a completely new campus visit experience. How to take your campus visit and student ambassador program from Britney to Beyonce. Highlights will include reflection on the big changes we made to our campus visit and student ambassador program. We will focus on our campus visit experience, which includes multiple student ambassador touchpoints, ambassadors who tell stories (rather than statistics) and faculty engagement. Plus, we'll share how we keep a group of 65 volunteer student ambassadors engaged and committed. We strive to create a highly personalized visit experience for every prospective student - we might be small, but we feel like we're making a big impact.

Presenters:
Ashley Kabel - Admissions Coordinator
Elizabeth Myers and Joel Tillirson – Stirlings Student Ambassador Coordinators
Presbyterian College

From Cubs to Lions: How to Raise Them Right

Schedule Track - Training & Leadership Development

Gold (MU 207)

A new class of recruits can make or break an organization, so how do you push them to their greatest potential? Our unique six week training program focuses on the factual, historical and social aspects of giving a campus tour, as well as fosters friendship and reliability between not only the new members themselves, but also with general members and the executive board. Through various programs and initiatives new members achieve all of this without being overburdened, and often even find the training process, and in turn what comes after, general membership, to be fun and exciting!

Presenters:
Bree Guy - S.M.A.R.T. Tour Director
Shane Lutton - Lions Scouts Tour Director Chair
Pennsylvania State University

Group Tours: A Lost Art in Recruitment

Schedule Track - Program Structure

Navajo (MU 240)

Offering group tours at a sprawling campus like West Virginia University can be a daunting task. We will share how we handle specific logistics like transportation, lunch and interactive academic sessions while also working toward the ultimate goal of creating a memorable, positive campus visit experience for groups of all ages. Group tours are not only a long-term recruitment strategy, but also a great opportunity to expose prospective students of all ages and demographics to your school's unique opportunities. We all know that arranging group tours can be a headache, but learning how to make the most of these field trips can create a strong, lasting impression of your institution that will pay dividends in the future.

Presenters:
Tegan Bratcher, Ben Murray, and Brandi Underwood – West Virginia University

2:20 - 3:00pm

How Do You Guide?: A Panel of Student Leaders

Schedule Track- Program Structure

Pima (MU 230)

Tour programs vary in size, responsibilities, structure and more; they also have similar goals and challenges. This presentation will feature a panel of student leaders of 4 different tour programs (Coastal Carolina University, The Ohio State University, University of California San Diego and University of Texas Arlington). Learn about different program structures, how they accomplish various tasks and the challenges of being a leader for your peers. You will have an opportunity to ask questions and gain ideas you can take back to your program. If you are considering joining your own program's leadership team, this will be an opportunity to learn from students in similar roles.

Panelists:

Selina Cantu - Senior College Ambassador – University of California San Diego
Thomas Ohno-Machado - Senior College Ambassador – University of California San Diego
Alan Lemons - Scheduling and Events Coordinator – Coastal Carolina University
Franasia Safayan-Greene - Hiring and Training Coordinator – Coastal Carolina University
Maxwell Steele - University Ambassador Captain – The Ohio State University
Julia Manuszak - University Ambassador Captain – The Ohio State University
Deandra Rose - MavElite – University of Texas – Arlington

The Art of Storytelling

Schedule Track - Training & Leadership Development

Cochise (MU 228)

Storytelling is a cultural tradition that has been passed down and is now viewed as a fundamental component of human communication. This is the case for tour guides as well; stories act as an essential tool to help engage guests and make their content long lasting. The ability to interweave personal experience together with mandatory information is a form of artistic expression that will transform a guide's tour into one that is palpable and overall more genuine. In this session, we hope to illustrate the components of an effective story and provide a space to practice this skillset.

Presenters:

Rachel Brunello and Abbey Chappell - The Ohio State University

The First Face They See

Schedule Track - Providing Unique Experiences

Coconino (MU 246)

Come learn how personal branding as a tour guide will influence the branding of the institution. This presentation will focus on using branding to transform institutions from a thing to an experience. This will help Ambassadors give the campus visit life and substance, and allow prospective students to see the journey they can experience as a student at the institution through their contact with your office.

Presenters:

Makenna Dillingham, Alisa Hinkson, McKayla Moser, and Josie Phipps - Admissions Ambassadors
Weber State University

3:10 - 3:50pm

From Lemons to Beyoncé's Lemonade

Schedule Track - Training & Leadership Development
Cochise (MU 228)

No university is perfect. Any negative aspect of a university can make it seem like a risky investment. As tour guides, you can learn to navigate through those imperfections, but you always have that sour mom on your tour who backs you into a corner with a tough question. You feel stomped on. Confidence crushed! Join us as we go over tips and tricks for answering tough questions, overcoming tough scenarios and presenting your university in the best possible light. You will always have guests that will serve you sour lemons, but can YOU make lemonade?

Presenters:
Corey Gray and Michael Knoblock - Tour Guides
Georgia State University

Going the Distance

Schedule Track – Training & Leadership Development
Navajo (MU 240)

This session shows how two schools (a small, rural institute named Lander University and a large suburban school—University of Arizona), two thousand miles apart, found love and helped one another in their selections processes. Lead by students from both the University of Arizona and Lander University, you will learn the importance of networking at CIVSA, some ideas for your school's interview process and how the help of another school with similar goals can make a big impact on your ambassadors' organization.

Presenters:
Kyle Fisher - Former Arizona Ambassador President – The University of Arizona
Alexis Jackson and Katie Sherfield - Lander Ambassadors – Lander University

Ladies and Gentlemen

Schedule Track - Providing Unique Experiences
Mohave (MU 236)

As a prospective student visiting colleges, nothing feels better than being treated like an important and valuable person. With students touring multiple colleges, it is essential that we show our visitors how glad we are to host them on our campus. We rely on top-notch customer service, a taste of southern hospitality and a commitment to understand the needs of each student visiting. See how we live out the Ritz Carlton's motto, "We are ladies and gentlemen serving ladies and gentlemen."

Presenters:
Mallory Bookser - University Ambassador
Nicholas Muniz - University Ambassador Captain
High Point University

3:10 - 3:50pm

Once Upon a Time: The Importance of Storytelling on Campus Tours

Schedule Track - Training & Leadership Development

Gold (MU 207)

Survey results from Auburn University guests have shown that prospective students and families respond well to tour guides that are good at telling stories. During this session, you will learn how Auburn has integrated storytelling into campus tours and designed its interview process to select captivating storytellers.

Presenters:
Jordan Holladay – Advisor
Clay Pruett and Mary Vo - Student Recruiters
Auburn University

Optimize the Power of Group Tours to Encourage Diversity & College Preparedness

Schedule Track - Program Structure

Coconino (MU 246)

Group tours are a powerful way to present valuable information to students that come from a variety of backgrounds and identities, each with different goals, questions and attention spans. Whether they are K-12, transfer, international or even grad students, you will learn practical ways to engage each group meaningfully and to continue establishing a welcoming college environment that they are excited to be a part of. By recognizing the power of a group tour and addressing each group with intention, we can transform a tour from a field trip to a lifelong excitement about college.

Presenters:
Selina Carlos, Elyse Goin, Devanshi Mathur, Thomas Ohno-Machado, and Jacob Story - Senior College Ambassadors
University of California, San Diego

The Apprentice - A Re-envisioning of the On-boarding of Student Ambassadors

Schedule Track - Recruitment & Retention

Pima (MU 230)

Learn about the University of Northern Colorado's new Student Ambassador Apprentice position - its purpose, expectations, implementation and possible ways the program can be made even better in the future. Discover how an apprentice program could be beneficial for your institution to because of its flexibility, effectiveness and intentions.

Presenters:
Frank Laro - Group Visits and Tours Coordinator
Sheridan Snapp - Student Ambassador
University of Northern Colorado

3:10 - 3:50pm

The Art of Swiping Right: A Tour Guide Match Made in Heaven

Schedule Track - Recruitment & Retention

La Paz (MU 242)

The University of Tennessee Ambassadors have cultivated a Volunteer Family outside of a weekly tour together. It's important for us to embrace our "Big Orange Family" and make it a priority to be an "Ambassador Family." Come learn some of the ways we have developed this cohesive model and how we strive to embody the "Volunteer Spirit" by focusing on creating impactful relationships with prospective students, parents, tour partners and other tour guides.

Presenters:
Mo Abuhmud, Sam Liggett, Christi Pugh, and Marianne Saine – The University of Tennessee

To Improve is to Change

Schedule Track - Program Structure

Apache (MU 238)

Change can be scary, especially when that change involves altering a 50 year tradition. Our organization recently made the switch from a tour method that our members had grown to know and love to one that is very different. Many organizations are required to make changes that can alter the organizations mood. However we found that where there is struggle, there is also progress. Come hear from the prospective of a general member and a member of the executive board the obstacles we went though and how we made it work from both ends.

Presenters:
Sarah Hickam - Secretary, Devils' Advocates
Samantha Lyons, Devils' Advocate
Arizona State University, Tempe Campus

Don't forget to use #civsasdi2017 for a chance to win Amazon giftcards!

32

Conference Speakers

Jeff Kallay
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 the 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 confounding Render Experiences (formally TargetX Campus Visit Consulting), he spent six years at TargetX launching and expanded 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 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 is 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 at 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.

RENDER

Brittney Joyce
Senior Consultant, Render Experiences
Dinner Sponsor and Featured Advisor Session Presenter

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 purist of authenticity (all with a smile and a glass of sweet tea).

Brittney resides in Hanover, New Hampshire with her husband, son and two dogs. In her spare time, she serves as an advisor for local sorority chapter, makes authentic Tex-Mex (with real tortillas) and monograms anything she can hold down.

RENDER

Justin Bayer
Founder and CEO, Welcome to College
Lunch Sponsor

Justin knows firsthand just how crucial a college visit can be. His tour of the University of Dayton was the "turning point" in his selection process when he was a junior at Archbishop Moeller High School in Cincinnati, Ohio. Originally not even on his radar screen, Justin flourished at the University of Dayton and eventually became student body president during his junior year. He went on to earn a Masters of Education degree from the University of Vermont, where he managed the on-campus visit programs for three years. Justin's passion resides at the intersection of education and technology. Justin brings an enthusiastic vision to solving problems and creating solutions that encompass both value proposition and social benefit. Justin presents regularly at events such as the National Association of College Admissions Counseling (NACAC), Campus Information and Visitor Services Association (CIVSA) and TEDx. One year after launching Welcome To College, the company won a FastCompany 'Visualizing Success' Award. Justin is married with three children and resides in New Orleans, Louisiana.

Brad Baertsch
Director of Freshman Recruitment & Admission
Arizona State University
Welcome Speaker

Brad Baertsch is currently the Director of Freshman Recruitment and Admission at Arizona State University where he has been a member of the university since 2005 serving in various admissions roles including opening the university's California Center. This year the university welcomed more than 11,500 freshman and was comprised of over 7,000 Arizona freshman and representatives of every US State across 5 campus locations. Over the last year, the university has launched a new application process, adapted to new SAT scores and the new FAFSA, along with reimagining its recruitment communications to align with all the changes the Fall 2017 Class has been challenged with. He was also once a Devils' Advocate for ASU!

This year's **SDI Keynote Speaker** will be **Aaron Krasnow, Ph.D.**
Dr. Krasnow is Associate Vice President, ASU Health Services and Counseling Services. He is responsible for Health and Counseling Services for all ASU campuses as well as leading efforts in ensuring student emotional and psychological well-being, and supervision of ASU Wellness.

Aaron began his tenure at Arizona State University in 2003 with various roles within ASU Counseling. In 2010 he moved into the role of Dean of Students at ASU's Polytechnic campus and served in this role until 2014. Aaron is an Arizona-licensed Clinical Psychologist and has been an instructor in ASU's Fulton Colleges of Engineering and Mary Lou Fulton Teachers College. Aaron has published on the treatment of anxiety disorders and presented nationally on topics such as counseling center management, suicide prevention, clinical service innovation, and student services best practice. He is also the former Chair of the American Psychological Association, Division 17 Section on College and University Counseling Centers. Aaron received a Ph.D. in Clinical Psychology from Clark University.

35

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 small 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 Phoenix.

Group Name	Room Location
Cholla	Gila (MU 224)
Dust Devils	Yavapai (MU 223)
Flagstaff	Rincon (MU 248)
Gila Monsters	Santa Cruz (MU 229)
Grand Canyon	Copper (MU 206)
Humphrey's Peak	Chrysocolla (MU 208)
Javelina	Yuma (MU 225)
Phoenix	Apache (MU 238)
Prickly Pear	Cochise (MU 228)
Rattlesnake	Pima (MU 230)
Road Runner	Pinal (MU 227)
Saguaro	Plata (MU 210)
Sparky	Gold (MU 207)
Tucson	Navajo (MU 240)

THANK YOU TO OUR SPONSORS!

LOGO IT PROMOS

CBL World LLC

We are your one source for Premium and Promotional products. Our client list includes many fortune 500 companies and top retail accounts nationwide as well as many large and small businesses, organizations, museums and schools throughout the United States.

What makes us unique is that we are one of the few advertising specialties companies owning production facilities. You won't find higher quality, lower prices or quicker turnaround times anywhere. Whether you have a small budget or a large one, we have the creativity, manufacturing and sourcing abilities to maximize your promotional budget.

If you can't find what you are looking for please email brads@cblworld.com or call 858.583.2333

RENDER

Since 2006, we've been helping colleges create campus visit experiences that strategically align with key enrollment targets. We help you boil down four years of incredible transformation into an authentic, digestible and memorable experience for visiting students and their families.

We audit your existing daily campus visit and campus tour. We help you develop a plan to improve all aspects of your visits and events, including (but not limited to) open houses, accepted student (yield) events, orientation and more.

From "first impressions" like promotion, registration, confirmation, way-finding signage, parking and visitor center design and layout—to "nuts and bolts" like your info session, tour route and guides, campus aesthetic, memorabilia and more—we help impact and influence *how you make guests feel*.

welcome TO COLLEGE™

Welcome To College ignites meaning and purpose into how colleges are connecting with prospective students before, during and after the college visit experience. We are providing campus tour guides and admission teams new tools to enhance one of the most critical aspects of the recruitment process. Our products help identify, connect and retain students who will flourish during the college experience.

Our ambassador management software and campus visit consulting services are centered on a scientifically researched construct, MARV® (meaning, accomplishment, relationships, vitality), for guiding students towards well-being and a college experience where they discover the best version of themselves. It is our mission to help students flourish and we believe this process begins during the visit to campus and the relationships formed with the campus visit team.

37

EXPERIENCE PHOENIX!

Mellow Mushroom

Funky, art-filled chain pizzeria featuring craft beer, calzones & creative stone-baked pizzas.

Phone: (480) 967-6355
Address: Centerpoint on Mill, 740 S Mill Ave D100, Tempe, AZ 85281
Website: http://mellowmushroom.com/store/tempe

Hours:
Daily: 10:00am – 2:00am

Postino's

Originating in Arizona, Postino is the Valley's original neighborhood WineCafe. Set in comfortable, rustic and immaculately restored buildings, each Postino combines unique and approachable wines with simple, delicious and locally grown fare.

Address: 615 S College Ave, Tempe, AZ 85281
Website: postinowinecafe.com
Phone: (480) 927-1111

Hours:
Monday - Thursday: 11:00am – 11:00pm
Friday: 11:00am – 12:00am*
Saturday: 9:00am -12:00am*
Sunday: 9:00am -10:00pm

Kitchen open until 11pm

Snooze

Breakfast marks the beginning of a new day. At Snooze, we believe life is for living and each person and each day is worth celebrating. Our mantra: it only takes a moment to make a difference.

Address: 615 S College Ave #103, Tempe, AZ 85281
Website: snoozeeatery.com
Phone: (480) 355-1934

Hours:
Daily 6:30am - 2:30pm

*Street Parking
No reservations. We're a walk in, first come-first serve kinda joint.

Slickables

Cheery parlor known for made-to-order ice cream sandwiches on housemade cookies, plus scoops & more.

Address: Brickyard Engineering, 699 S Mill Ave #117, Tempe, AZ 85281
Website: slickables.com
Phone: (480) 409-4591

Tempe Town Lake

A desert oasis in the middle of the Phoenix Metropolitan area, there are a variety of events and activities to enjoy year round at Tempe Town Lake. This favorite destination for locals and visitors alike is located between Rio Salado Parkway and the Loop 202, with the main recreational areas near Mill Avenue.

Visit the Tempe Calendar of Events for a full list of events!
http://www.tempetourism.com/events/

Activities at Tempe Town Lake

- Segway Tours
- Boating and Rowing at Tempe Town Lake
- Fishing at Tempe Town Lake
- Run, walk and bike at Tempe Town Lake

Mill Avenue District

Tempe's Mill Avenue District is the hottest entertainment center in Arizona.
It is the hot spot in the Valley of the Sun Phoenix area with the highest concentration of restaurants, cafes, micro-breweries, sports bars, unique shopping and nightlife than any other place in the Metro area.

Taken from: http://www.arizona-leisure.com/mill-avenue-district.html

---

Cornish Pasty

Cornwall native Dean Thomas founded the Cornish Pasty Company back in January 2005 opening the Tempe, Arizona location. Dean has always been a huge pasty fan and confesses to eating at least five pasties a week when he was growing up in Saltash, Cornwall. Dean still remembers every Friday he would go over to his 'Nans'(Grandmas) house for pasties. Apparently "They were bloody ansome!" Taken from: http://www.cornishpastyco.com/

Address: University Park Shopping Center, 960 W University Dr #103, Tempe, AZ 85281
Phone: (480) 894-6261
Website: http://www.cornishpastyco.com/

Mill Ave & 5th St:
Friday and Saturday: 11:00am – 2:00am

Tempe Center for the Arts

Address: 700 W. Rio Salado Parkway, Tempe, AZ 85281
Phone: 480-350-2822

Box Office Hours:
10:00am – 6:00pm Monday through Friday
Open Saturdays and Sundays based on performance schedule.

Gallery and Lobby Hours:
10:00am – 6:00pm Tuesday & Thursday
10:00am – 6:00 pm Wednesday
10:00am – 7:30pm Friday
11:00am – 6:00pm Saturday

Closed Sundays, Mondays and on City of Tempe observed holidays.
Free parking is available for events occurring at the Tempe Center for the Arts.

Papago Park

Papago's desert trails are generally smooth, easy treks with little elevation gain, making it a great place for a family hike or to hone your mountain biking skills - Taken from: https://www.phoenix.gov/parks/trails/locations/papago-park

Address: 625 N Galvin Pkwy, Phoenix, AZ 85008
Phone: (602) 495-5458
Website: https://www.phoenix.gov/parks/trails/locations/papago-park

Park is open from sunrise to sunset.

Phoenix Zoo

As a non-profit charitable organization, the Phoenix Zoo provides experiences that inspire people and motivated them to care for the natural world. Taken from: http://phoenixzoo.org/

Phone: (602) 286 - 3800
Address: 455 N Galvin Pkwy, Phoenix, AZ 85008

Exhibits: Arizona Trail, Africa Trail, Stingray Bay, Tropics Trail, Children's Trail

The Phoenix Zoo is open daily from 9:00am – 5:00pm

Rates:

- Adult Admission (Age 14 and up) $24.95
- Child Admission (Age 3 - 13) $14.95

phoenixzoo
ARIZONA CENTER for NATURE CONSERVATION

ZOOLIGHTS CELEBRATING 25 YEARS
Join the Phoenix Zoo at the Valley's brightest holiday tradition: ZooLights presented by SRP! Celebrating 25 years, ZooLights shines with millions of lights, a three-story-high holiday tree, hundreds of glimmering light displays and lakeside music-in-motion shows. ZooLights is open to the public Wednesday, November 23 through Sunday, January 8, 2017.

Sun Devil Stadium

Sun Devil Stadium, home to the Pac-10 champion football team since 1958, holds 75,000 people. Sun Devil Stadium was the original home of the annual Tostitos Fiesta Bowl and hosted the 2008 Insight Bowl and the 1996 NFL Super Bowl.

Street Address: 500 E. Veterans Way, Tempe, AZ 85281
Building Code: STAD

AMC Theatre

Address: Centerpoint on Mill, 730 S Mill Ave, Tempe, AZ 85281
Phone: (480) 207-2534

Valley Art Theatre

Modern multiplex chain showing blockbusters & a few independent films; some venues offer childcare.

Address: 509 S Mill Ave, Tempe, AZ 85281
Phone: (480) 446-7272

Chop Shop

Cafe with outdoor seating, serving health-conscious juices, salads & sandwiches, plus beer & wine.

Address: 222 E University Dr, Tempe, AZ 85281
Phone: (480) 307-9336

Hours:
Happy Hour Monday – Sunday: 4:00pm – 7:00pm
Monday – Saturday: 7:00am – 9:00pm
Sunday: 7:00am – 8:00pm

Tempe Marketplace

Tempe Marketplace is an open-air shopping center located in Tempe, Arizona. It is located along the Salt River near the interchange of the Loop 101 Pima/Price Freeway and Loop 202 Red Mountain Freeway.

Address: 2000 E Rio Salado Pkwy, Tempe, AZ 85281
Phone: (480) 966-9338

Hours:
Monday–Saturday: 11:00am – 9:00pm
Sunday: 11:00am – 6:00pm

Chuckbox

Basic, cash-only burger joint turning out charcoal-broiled patties plus beer & wine.

Address: 202 E University Dr, Tempe, AZ 85281
Phone: (480) 968-4712

Starbucks

Address: 420 S Mill Ave #104, Tempe, AZ 85281
Phone: (480) 966-7228

Hours:
Sunday to Thursday: 5:00am – 10:00pm
Friday and Saturday: 5:00am – 11:00pm

Ncounter

American cafe delivering breakfast & lunch classics in a low-key, urban-chic space with a beautiful and open patio.

Address: 310 S Mill Ave, Tempe, AZ 85281
Phone: (480) 968-9288

Delice Bistro

From-Scratch, European-style Patisserie

Address: 690 S Mill Ave #110, Tempe, AZ 85281
Phone: (480) 656-8847

Hours:
Monday - Thursday: 7:00am to 10:00pm
Friday: 7:00am until Midnight
Saturday: 9:00am until Midnight
Sunday: 9:00pm to 10:00pm

D'lite

We provide a healthy alternative to 'fast food' without sacrificing taste or convenience for people on-the-go.

Address: 1135 Apache Blvd, Tempe, AZ 85281
Phone: (480) 517-1111
Website: http://www.dlishdrivethru.com/home

CIVSA
Collegiate Information & Visitor Services Association
The gateway to information and visitor services within higher education

42

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.

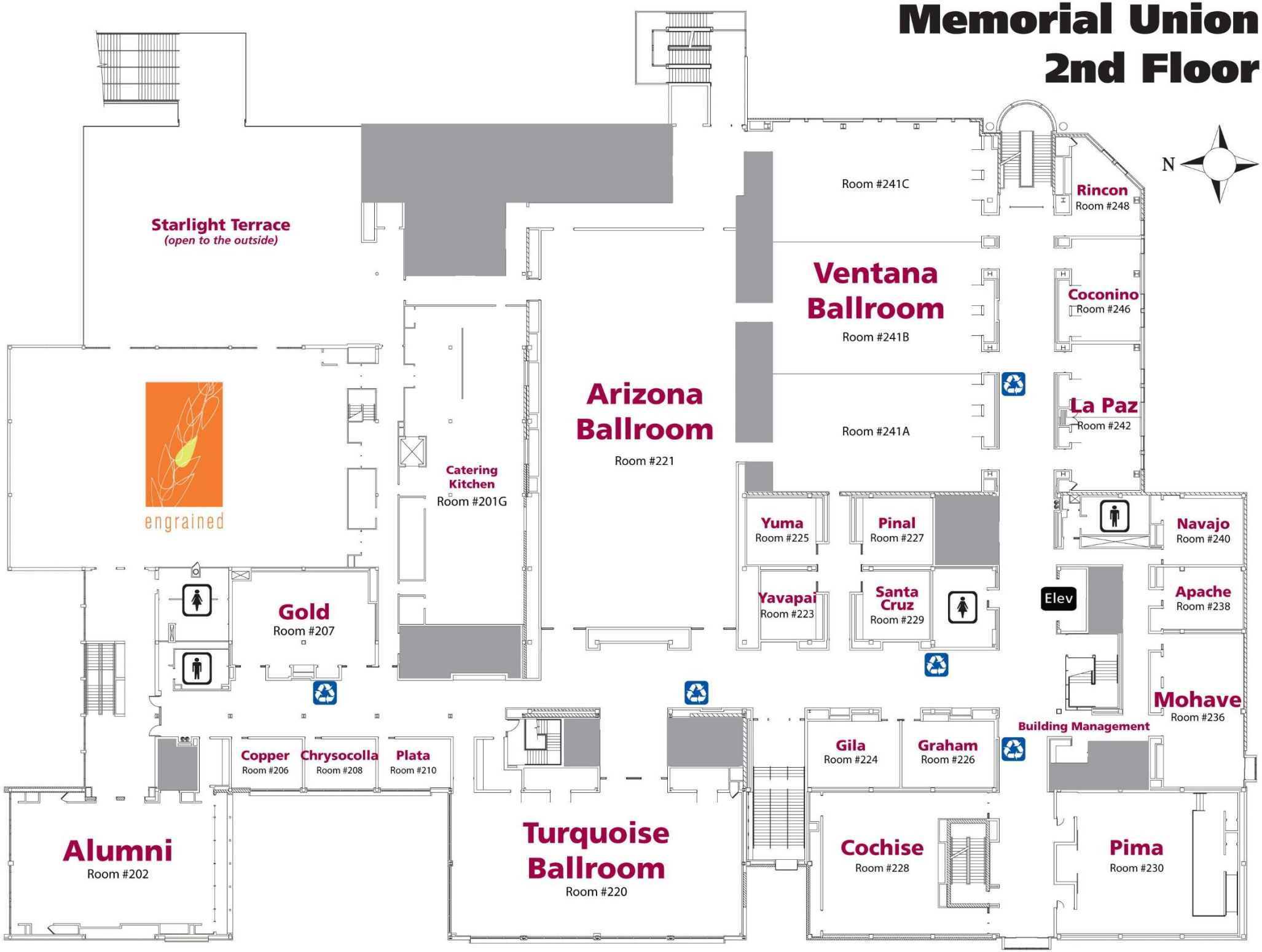
Executive Board
President – Karlene Kunigiel, Skidmore College
President-Elect – Tim Lipman, Illinois Institute of Technology
Immediate Past President – Jaime Rensel, Arizona State University
Secretary – Natalie Harris Mann, University of Georgia
Treasurer – Chris Bierdeman, University of Northern Colorado
Director of Communications – Nick Gonzales, University of Wisconsin-Madison

Regional Directors
Region 1 - Scott Kirkessner, University of Utah
Region 2 - Karen Moser, The University of Texas at Arlington
Region 3 - Andrew Boehm, Miami University
Region 4/5 - 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 – Ilana Ciccone, St. Johns University
Nominating Committee – Jaime Rensel, Arizona State University
Regional Review – Tim Lipman, Illinois Institute of Technology
Research and Assessment – Justine Okerson, College of William & Mary
Standards – Ed Parker, Liberty University
Strategic Planning – Jamie Rensel, Arizona State University
Voting Procedures Review – Stephen Barnett, University of Kentucky and LeAnn Stroupe, University of Missouri
2017 Conference – Rob Patterson, Middle Tennessee State University and Laura Stansell, University of Tennessee
Involvement - Katie Holdgreve-Resendez, University of Colorado-Boulder
Retention - Megan Adams, University of Louisville and Wes Sullivan, California Lutheran University

TEMPE CAMPUS
TEMPE TRANSPORTATION CENTER
TEMPE POLICE
BUS DEPOT
FIFTH STREET
VETERANS WAY
SUN DEVIL STADIUM SUITES
SUN DEVIL STADIUM
CARSON STUDENT ATHLETIC CENTER
PACKARD DRIVE
PACKARD STADIUM
KARSTEN GOLF COURSE
JOE SELLEH TRACK
SUN ANGEL STADIUM
PACKARD DRIVE SOUTH PARKING STRUCTURE
WHITEMAN TENNIS CENTER
PARKING & TRANSIT SERVICES
UNIVERSITY TOWERS
UNIVERSITY TOWERS PARKING STRUCTURE
SIXTH STREET
WELLS FARGO ARENA
OH
BRICKYARD
BY
AC
FOREST AVENUE
COLLEGE AVENUE
Future Sun Devil Welcome Center
MONA PLUMMER AQUATIC CENTER
STADIUM PARKING STRUCTURE
ALPHA DRIVE
SEVENTH STREET
FULTON CENTER PARKING STRUCTURE
PALO VERDE MAIN
PALO VERDE WEST
PALO VERDE EAST
SAN PABLO HALL
MANZANITA HALL
FULTON CENTER
UNIVERSITY DRIVE
CORNERSTONE MALL
CERAMICS GRADUATE STUDIO
MILL AVENUE
MYRTLE AVENUE
VISITOR PARKING LOT 18
VISITOR PARKING LOT 20
TEMPE CENTER
CERAMICS RESEARCH CENTER
TENTH STREET
TOWER CENTER
DESIGN NORTH
DESIGN SOUTH
ART
WHSE
10TH STREET PARKING STRUCTURE
NEEB HALL
STAUFFER HALL
COOR HALL
WRIGLEY HALL
FAMILY STUDIES
COWDEN FAMILY RESOURCES
LYCEUM
SCHOOL OF HUMAN EVOLUTION AND SOCIAL CHANGE
DURHAM LANGUAGE AND LITERATURE
UNIVERSITY CLUB
HEALTH SERVICE
OLD MAIN
PIPER WRITER'S HOUSE
PALM WALK
TYLER MALL
BATEMAN PHYSICAL SCIENCES CENTER
WEXLER HALL
ISTB 5
GOLDWATER RESEARCH CTR
URBAN SYSTEMS ENGINEERING
IS&TB2
PSYCHOLOGY NORTH
RESEARCH SUPPORT SERVICES
TYLER STREET PARKING STRUCTURE
BUS DEPOT
RURAL ROAD
TYLER STREET
CAMPUS CHILDREN'S CENTER
MATTHEWS HALL
MATTHEWS CENTER
MCCLINTOCK HALL
HAYDEN LAWN
DIXIE GAMMAGE
WEST HALL
DANFORTH CHAPEL
WILSON HALL
FOREST MALL
CADY MALL
SOCIAL SCIENCES
LIFE SCIENCES CENTER
HAYDEN LIBRARY
CENTRAL PLANT
UNDERGRAD ACADEMIC SERVICES
MURDOCK HALL
ENGINEERING CENTER
ENGINEERING RESEARCH CTR
NOBLE SCIENCE/ ENGINEERING LIBRARY
ISTB1
SCHWADA BUILDING
PSYCHOLOGY
LDS INSTITUTE PARKING STRUCTURE
LDS INSTITUTE
McALLISTER MALL
McALLISTER AVENUE
BIODESIGN INSTITUTE BUILDING B
BIODESIGN INSTITUTE BUILDING A
TERRACE ROAD
CHOLLA APARTMENTS
NELSON FINE ARTS CENTER
PAYNE EDUCATION HALL
MUSIC
LECTURE HALL
FARMER EDUCATION
ORANGE MALL
GAMMAGE PARKWAY
MOEUR
INTERDISCIPLINARY B
Memorial Union
PHYSICAL EDUCATION BUILDING WEST
COMPUTING COMMONS
BOOKSTORE
PHYSICAL EDUCATION BUILDING EAST
JOHN S. ARMSTRONG HALL
ISTB 4
RURAL ROAD PARKING STRUCTURE
CHP
ROSS-BLAKLEY LAW LIBRARY
GRADY GAMMAGE MEMORIAL AUDITORIUM
STUDENT SERVICES
DISCOVERY HALL
BUSINESS ADMINISTRATION
MCCORD HALL
LEMON STREET
BEST HALL
IRISH HALL
HAYDEN HALL
ONE WAY
APACHE BLVD. PARKING STRUCTURE
NORMAL
SUN DEVIL FITNESS
HASSAYAMPA ACADEMIC VILLAGE
BARRETT HONORS COLLEGE
APACHE BOULEVARD
ASU POLICE DEPARTMENT
VISITOR PARKING LOT 19
VILLAS AT VISTA DEL SOL
VISTA DEL SOL
ADELPHI COMMONS
ADELPHI II
SONORA CENTER
UNIVERSITY SERVICES BUILDING
CENTRAL PLANT SOUTH
MATERIAL SERVICE
ARIZONA STATE UNIVERSITY
NORTH
P = Public Parking
082914

Memorial Union 2nd Floor



SEE YOU IN PHILADELPHIA!
24th Annual CIVSA Conference
May 30 – June 3, 2017
Be the first… in the city of firsts
www.civsa.org