5th Annual
Student Development Institute
Columbus, Ohio  | January 5-6, 2018  | civsasdi2018
Welcome to Columbus!

Welcome to Columbus—where big things are happening, and innovation guides every day! Columbus and The Ohio State University welcome you to The Discovery City for the 5th Annual CIVSA Student Development Institute!

Your Conference Committee has put their energy into creating a wonderful conference for you this weekend, filled with innovative ideas and meaningful experiences. We hope you take advantage of all the sessions we have planned for you and the activities we know you’ll enjoy. Our goal is that you will leave SDI with the motivation to grow both professionally and personally, seek innovative ways to improve what happens at your university, and form connections that will continue to help you develop long after you’ve returned home.

We are so excited to have you join us! We know that you’ll discover new and valuable information that you can take back to your schools and programs!

Sincerely,
The #civsaSDI2018 Committee

Nidhi Browell
Conference Chair
The Ohio State University

Education and Programming
Karen Moser, Chair
The University of Texas at Arlington
Risa Farrell
University of California, San Diego
Amber Fitzgerald
Suffolk University
Dan Kellish
The University of Arizona

Local Arrangements
Ashley Gorden, Chair
Capital University
Shannon Back
Otterbein University
Emily Solinger
Capital University

Publicity & Publications
Julee Mitsler, Chair
High Point University
Adrienne Stewart
Florida Institute of Tech
Hello Students and Visit Professionals from around the country!

On behalf of the Collegiate Information & Visitor Services Association (CIVSA), welcome to the 5th Annual Student Development Institute at The Ohio State University in Columbus, Ohio. We are excited to have you join us this year as we gather to help you, our student leaders. This year’s conference will focus on professional development and we hope you will return home with new ideas for your campuses, and your professional futures!

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. This is our fifth year hosting the event geared toward your offices’ most important resource - the students. We are excited that your institutions have supported you in attending.

This SDI Conference will be our largest yet with more than 270 students and 120 professional staff members from 91 different institutions in attendance. This events takes a lot of coordination and I want to send a huge thank you to the SDI Conference Chair, Nidhi Browell of The Ohio State University as well as the entire planning committee for their all their work in bringing this event together.

One of the benefits everyone mentions when talking about CIVSA is the ability to network with colleagues from across the country to share best practices and ideas. SDI is no exception, and I challenge each of you to find ways you are similar to each other, but also ideas you can take back. What does one institution do that you can adapt and take back to your own offices? The best part of conference, is if there are more than one of you, split up and learn as much as you can. This is a relatively short conference, so get out of your comfort zone and go meet other students. That is one of many things you learn working as student leaders in admission or information centers, never be afraid to go up to a group of random strangers and start a conversation. I have no doubt you will walk away having met some pretty amazing people and great contacts to have in the future. I’m also confident that you will have fun along the way. This is a great way to start the year and head back to your university reenergized for the upcoming term!

Thank you for starting off the year with us at the CIVSA Student Development Institute. We are excited to have you join us and know that you will have an amazing experience, learn many tips and tricks, and meet some great people. Welcome to the CIVSA community and welcome to Columbus!

Tim
Welcome to Columbus, Ohio!

Columbus is the capital of Ohio and the 14th largest city in the country! As one of the fastest growing cities, it is emerging as a culinary capital, fashion mecca, and a hub of tech growth. Columbus combines the advancement of a large city with the hometown feel of the heartland.

Fun Facts about Columbus

- Columbus is home to headquarters of five Fortune 500 companies: Cardinal Health, Nationwide Insurance, American Electric Power, Limited Brands, Big Lots
- Ranked by the Intelligent Communities Foundation as the smartest city in the world
- In the top 5 cities for college graduates

The Ohio State University

The Ohio State University (OSU) was founded in 1870 through the land-grant act. As one of the most comprehensive universities in the country, OSU brings together the depth and breadth of its faculty expertise, ingenuity of its students, and global reach of its alumni and partners to address real world problems at a scale few others can match.

While OSU is known as one of the topflight universities in the country, it is the community that keep students and alumni coming back year after year. Whether it be on campus, or across the world, if a student is looking for help, they know that fellow Buckeyes are nearby. All they need to do is yell out “O-H,” and wait for the response!
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**Let’s Get Social!**

Want to have a chance to win gift cards? Post on social media using #civsaSDI2018 and you’ll be entered to win!

Follow [@officialcivsa](https://twitter.com/officialcivsa) on our channels! Winners will be announced at the conference closing dinner.
2018 SDI Attendees

**Albion College**
Heather Fuchs
Chelsei Carpenter

**American University**
Katie Erickson
Tiana Hakimzadeh
Zachary Avis
Amelia Crabtree

**Appalachian State University**
Sarah Garrow
Vicky Anderson
Jack Bruns
Shaina Daniels
Lauren Gwaltney
Hannah Harvey
Maggie King

**Arizona State University**
Liz Sayas Hill
Eli Bliman
Kacey Cavanagh

**Bucknell University**
Alee Singer
John LaLoggia
Ali Malone

**California Lutheran University**
Shelden Agbayani
Wes Sullivan
Amanda Souza

**Capital University**
Ashley Gorden
Emily Solinger
Emily Carlier
Kerry Jutte
Choni Lin

**Central Washington University**
Lauren Butler
Kyle Hanis
Zane Perry
Alexa Tymecki

**Clarke University**
Kelsey Meyer
Caroline Herrig
Zach Prucha

**Clemson University**
Allison Addison
Tracey O’Kelley
Peyton Marion
Graham Pitman
Robert Lee Storey
Micah Williams

**Cleveland State University**
Holly Hemminger
Cristina Wayton
Trent Myers
Maureen Riley

**Coastal Carolina University**
Kenneth Roach
Benjamin Anderson
Karlyn McCray
Riley Norman
ArRone Washington

**College of Charleston**
Will Chase
Patricia Cooper
Tanner Guthrie

**Cornell University**
Jonathan Augustyn

**East Tennessee State University**
Corintha Duncan
Lexis Covington
Ryan Lynch
Brianna McCoy

**Eastern Michigan University**
Matt Mortier
Celia Murkowski
Charlotte Coberley
Catherine Jahns
Emily Jannaro

**Eckerd College**
Mari Prauer
Sarah Emerick
Natalia Mckay
Emory University-Oxford
Rashmi Anand
Suman Atluri
Josh Millin
Kaeli Thompson

Florida Atlantic University
Hector Torres
Anna Besowshek
Eric Scheur
Kendall Wilson

Florida Polytechnic University
Karla Martinez
Makala Quinn
Kirsten Benjamin
Lindsey Gerberich
Cameron Perpall
Chelsea Reeves

Georgia State University
Julian Taylor
Tony Wahab
Pia Green
Max Kantor

High Point University
Taylor Elliott
Julee Mitsler
Annie Knabb
Carleigh Luck
Ally Pratapas

Hofstra University
Andrew Cohen
Nadeem Deeb
Denica Holzworth

Illinois Institute of Technology
Tim Lipman
Gavin Waits
Brianna Bransfield
Noah Grudowski
Justin Tringl
Madalyn Urig

Indiana Tech
Andrea Crilly
Shanel Melwid
Kelsey Crilly
Kolbey Duclos
Kyle Kissinger
Paxton Simerman

James Madison University
Paul Campbell
Lauren Wholihan
Lori Friend
Erica LaRocca
Dyer Pace
Stephanie Rathjen

Lafayette College
Ed Bianchi
Kenzie Corbin
Molly Martindale

Lancaster University
Lyndsey Spiers
Hayley Niven

Maryville College
Arielle Kilday
Ashlyn Kittrell
Molly Hamand
Jordan McCollough
Mindy Reagan
Jacob Williams

Merrimack College
Sara Bird
Jared Keyes
Julianna Grondin

Messiah College
Kristin Thomas
Emily Gaillard
Kenedy Kieffer

Michigan State University
Amanda Ross
Lauren Croud
Michael Rick

Middle Tennessee State University
Rob Patterson
Matthew Cohen
Alex Fingeroot
Skye Irish
Emily Webb

Mississippi State University
Avent VanHorn
Ethan Hatcher
Darby Stielstra
Conner Watson

Monmouth College
Sarah Houston
Erin Willhite
Maggie Bruckner
Jared Hankinson
Shyanne Sheehan
Thomas Van Alstine

Northeastern University
Jolie Chan
Devin Smith
William Gooley
Justin Hewitt
Anjali Mehta
Sarah Nodine

Oakland University
Matt Denison
Aja Gore
Brittany Hall
Kayla Jones
Zack Thomas
Oglethorpe University
Megan Fanoe
Evan Furst
Benjamin Hopper
Caleb Logan
Cierra Miller

Ohio University
BJ Heidlebaugh
Justine Reichley
Abby Buehler
Kyondra Clements
Macie Michael

Ohio Wesleyan University
Sarah Burns
Nicole Dianzumba
Will Ashburn
Sam Kaiser
Samantha Wurster

Otterbein University
Shannon Back
Olivia Knodel
Lindsay Lake Hawkins
Jasmine Caldwell
Melissa Dean

Penn State University
Becks Campus
Becky Eckenrode
Alexa Corman
Julia McDonough

Penn State University
Samantha Fowler
Joey Tamburo
Lauren Angelo
Angela DiGuiseppe
Karina Grillon-Perez
Beza Yoseph

Portland State University
Natali Pardo
Yolixipa Rios-Martinez
Karen Sayago-Sanchez
Adriel Tirador

Presbyterian College
Will Gribble
Molly Clukey
Avery Conrad
Joel Tillirson

Purdue University-Fort Wayne
James Velez
Emily Baumgartner
Jack Willke
Honey Win
Naomi Zipay

Rutgers University-New Brunswick
Kaitlin Vance
Elizabeth Alt
Samantha Jozwik

Saint Mary’s University of Minnesota
Lindsey Darling
Conner Ellinghuysen
Aimee Boggs
Erin Budin

Sam Houston State University
Tiffany Driver
Thania Cadena
Carley Hebert
Ericka Mayorga
Madi Seagraves

Skidmore College
Karlene Kunigiel
Sanil Patel
Kasia Dillon
Nola Donkin
Jillian Seigal
Hannah Weighart

Sonoma State University
Bianca Calderon
Nick DiMario
Christa Pehrson

Southern Illinois University-Carbondale
Rita Medina
Josie Arnett
Alison Oakes
Ben Stremming
Bella Weymer

Southern New Hampshire University
Jackie Tremblay
Amanda Dillon
Darby Shaw

St. John’s University
Ilana Ciccone
Letitia Davis
Joseph Clifford
Nadia Moustafa
Matt Sulewski

Suffolk University
Amber Fitzgerald
Grisell Canizales
Laurel Gozzo
Daniel Hurley
Lily Johnsky
SUNY Maritime College
Erica Huttunen
Marissa Santomaso
Adam Durrue
Matt Hernandez
Kienan McCusker

The George Washington University
Maya Williams
Jerrod P. Ames
Malcom Samuel Badger
Sebastian Vazquez

The Ohio State University
Nidhi Browell
Charity Jackson
Samantha Reed
Erin Satterwhite
Sam Hodge
Victoria Knyszek
Bryce Meade
Arona Mostov
Heather Stamper
Sanchit Wadhawan
Kelly Walsh

The University of Texas at Arlington
Rachel Jenkins
Karen Moser
Avery Deering-Frank
Christian Muchow

The University of the West Indies- St. Augustine
Lorenzo Molligan
Tyrell Gittens
Alisha Prince
Danielle Skinner
Shalom Teelucksingh

The University of Alabama at Birmingham (UAB)
Emily Collinsworth
Molly Kate Poole
Barbara Awad
Kate Craig
Anna Jones
Makenzie Snyder

University of California- Los Angeles
Scott Wilson
Alexis Ballew
Melanie Beecher
Justin Shumate

University of North Carolina- Charlotte
Heather Gladys
Blake Morgan
Robbie Miller
Ella Presna
Kris Sanders
Sarah Varker

University of Arizona
Dan Kellish
Brenden Barness
Tianna Bengston
Ty Rutkowski

University of California- Irvine
Kelvin Lee
Daria Williams
Alexis Lewis
Asia McSwain
William Tan
Tori Valdez

University of California- San Diego
Risa Farrell
Cynthia Hinojosa
Amber Lord
Devanshi Mathur
Taylor Raymundo

University of Dayton
Cheryl Johnston
Hannah Gahimer
Michael Painter
Adam Roman
Danielle Villhard

University of Houston
Laura Galloway
Gabby Cabangon
Emily Miller
Terry Morris
Jackie Pena

University of Kentucky
Grace Neely Johnson
Abbey Azinger
Elizabeth Biggs
Julia Palomino
Brooke White

University of Maryland-College Park
Veronica Marin
Abby Adams
Andrew Schell

University of Minnesota- Rochester
Rachel Nguyen
Emily Hayes
Kiersten Lee
University of Missouri
LeAnn Stroupe
Hannah Farley
Abas Pauti
Hannah Pinson
Jacob Travis

University of Mount Union
Erin West
Brooke Bullen
Colton Rhodes
Kelsey Shreve
Anna Wilson

University of Northern Colorado
Martin Gonzalez
Tim Hernandez
Langston Mayo
Morgan Patton
Jasmine Sandoval

University of Pittsburgh
Heather Howe Abrams
Nicholas Refuge
Sean Carey
Julie Kenneson
Mitchell Wesoly
Alexa Woloshko

University of South Carolina
Katie Annan
Michael Matheny
Hyuri McDowell
David Steiner
Taylor Wuerfel

University of South Carolina-Aiken
Will Wright
Alexandra Capps
Dyneise Conner-Johnson
Tracianne Davis
Jasmine Edwards

University of St. Francis
Annette Jelinek
Kathryn Harrington
Jeff Kirkolis
Michael Santillo

University of Tennessee
Maggie Keene
Laura Stansell
Mo Abuhmud
Audrey Davis
Grant Gipson
Ashley Rohr

University of Texas at San Antonio
Nicholas Hernandez
 Jaslyn Garza
 Esmerelda Salazar

University of Wisconsin-Platteville
Amanda Witzig
Trevor Hanson
Patrick Lemkuil
Sarah Schnenk

Utah Valley University
Chad Johnson
Kylee Park
Karlee Preston

Washington University-St. Louis
Tori Neason
Nan Baker
Tommy Elzinga

West Virginia University
Rachel Nieman
Brandi Underwood
Tegan Bratcher
Kaitlyn Cline
Khadidja Diouf
Mateah Kittle
Ben Murray
Kirsten Swales

Western Kentucky University
Laura Thornbury
Sam Fugate
Imagine McCullom
Noah More
Abby Stivers

Western Michigan University
Scott Hennessy
Jack Colby
Sarah Giramia
Sara Janz

Whittier College
Megan Poston
Melissa Johnson
Isabella Zonni

Wichita State University
Mary Ann Hollander
Jessica Kyle
Anna Dixon
Ashtyn Rottinghaus
Colton Russell
Maribel Sanchez-Equihua

Winthrop University
Kim Foster
Katherine Burroughs
Jayma Goodwin

Yale University
Nancy Franco
The idea for the CIVSA SDI 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 including, but not limited to, providing a great educational session, being a leader amongst peers, helping others and/or showing great potential to be a future leader in the field of information and visitor services as a profession.

Nominate a potential SDI All-Star using the link in Guidebook, or stop by conference headquarters to complete a paper nomination form. All nominations must be received by 3:15pm on Saturday in order to be considered.

We cannot wait to announce our 2018 CIVSA SDI All-Star Team soon!
Thursday, January 4, 2018

3:00-8:00pm  SDI Registration and Check In  Fairfield Inn & Suites Lobby

6:00pm  Informal Mix & Mingle  Fairfield Inn & Suites Lobby

Friday, January 5, 2018

8:00am  Breakfast on your own

9:00-1:30pm  SDI Registration and Check In  Ohio Union, OSU Campus

10:00-12:30pm  Campus Tours  Capital University, Otterbein University & The Ohio State University

10:00-12:30pm  Transportation details provided at conference check-in

12:30-2:00pm  Lunch on your own

2:00-3:15pm  Conference Welcome & SDI Keynote  Ohio Union Ballroom

Nidhi Browell, SDI Conference Chair
The Ohio State University

Tim Lipman, CIVSA President
Illinois Institute of Technology

Dr. Cynthia Turner, Keynote Speaker
The Ohio State University
3:30-4:10pm  Educational Breakout Session 1
*Abstracts & educational tracks located on Page 17*

- Deciding factor: The positive effects of overnight visits on a student’s college choice  
  Barbie Tootle Room (3rd Floor)

- Stepping into college- A presentation to students by students  
  Student-Alumni Council Room (2nd Floor)

- An ambassador for one is an ambassador for all: the necessity for multi-cultural competence  
  UAFYE Visits & Events Suite (3rd Floor)

- “THEY CAME IN LIKE A WRECKING BALL”: Making the most of your interactions with the biased tour guest  
  Cartoon Room 1 (3rd Floor)

- How to get away with training: Building an effective, engaging tour guide training program  
  Cartoon Room 2 (3rd Floor)

- Take root and grow your AMBition at Appalachian State University  
  Maudine Cow Room (Lower Level)

- Stop? Go? Plan? - Developing an emergency response plan (Advisors only)  
  Ohio Staters Inc. Traditions Room (2nd Floor)

4:20-5:00pm  Educational Breakout Session 2
*Abstracts & educational tracks located on Page 17*

- Never stop improving- The tour guide assessment  
  Cartoon Room 2 (3rd Floor)

- Recruitment: Getting your squad Assembled  
  Student-Alumni Council Room (2nd Floor)

- It’s a vibe  
  UAFYE Visits & Events Suite (3rd Floor)

- From good to great  
  Maudine Cow Room (Lower Level)
The lead dog: Personal & professional Development in admissions
Barbie Tootle Room (3rd Floor)

From elementary to alumni: A tour leader’s guide to knowing your audience
Cartoon Room 1 (3rd Floor)

Supporting distressed students
Ohio Staters Inc. Traditions Room (Advisors only) (2nd Floor)

5:15-6:30pm Small Group Connections Locations on Page 32

6:45-8:00pm Dinner and Render Experiences Sponsorship Presentation
Ohio Union Ballroom
From giving tours to preparing for your professional life, when you “lace it up” you make things happen with intentionality and enthusiasm. Render Experiences campus visit consultants will share lessons from their professional development/careers (and from the thousands of student tour guides and ambassadors they’ve encountered) and what makes for exceptional students they would hire or refer to clients and colleagues in higher education and other enterprises.

8:00-9:30pm SDI Scavenger Hunt Ohio Union- 4 floors (all indoors)
Advisor Meet-Up Woody’s Tavern- 1st Floor, Ohio Union

Saturday, January 6, 2018

8:30-8:50am Day 2 Welcome & Overview Ohio Union Ballroom

9:00-9:40am Educational Breakout Session 3
Abstracts & educational tracks located on Page 17

Moving forward by walking backwards: Hiring and training passionate tour guides
Cartoon Room 1 (3rd Floor)

It’s easy as 1, 2, 3
Student-Alumni Council Room (2nd Floor)

Personalizing the visitor experience: Specialized tours for sciences and arts
Cartoon Room 2 (3rd Floor)
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<tr>
<th>Time</th>
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<td>Abstracts &amp; educational tracks</td>
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<td>Ambassadors? Tour guides? Why</td>
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<td>Scratching backs: Implementing a</td>
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<td>It’s not rocket science: A</td>
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<td>Your story as a Johnny starts here</td>
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<td>Wild thoughts</td>
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<td>Earning your stripes</td>
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<td>10:40-11:20am</td>
<td>Educational Breakout Session 5</td>
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<td>Creating connections: Building</td>
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<td>A better experience</td>
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<td>Small colleges, small panel,</td>
<td>Barbie Tootle Room (3rd Floor)</td>
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<td>No role modelz</td>
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<td>The power of storytelling</td>
<td>Cartoon Room 1 (3rd Floor)</td>
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<td>It takes a village</td>
<td>UAFYE Visits &amp; Events Suite (3rd Floor)</td>
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More than just a tour
Ohio Staters Inc. Traditions Room (2nd Floor)

Cultivating habits of highly productive giving (Advisors only)
Maudine Cow Room (Lower Level)

11:30-11:45am College T-Shirt Exchange
Ohio Union Ballroom

11:45-12:45pm Lunch
Ohio Union Ballroom

12:55-2:10pm Small Group Connections
Locations on Page 32

2:20-3:00pm Educational Breakout Session 6
Abstracts & educational tracks located on Page 17

Students leading students
Barbie Tootle Room (3rd Floor)

How I met my tour guide: How to make your tours legend...wait for it...dary!
UAFYE Visits & Events Suite (3rd Floor)

The implementation of minority recruitment initiatives on the collegiate recruitment process
Student-Alumni Council Room (2nd Floor)

Let’s talk accountability
Cartoon Room 1 (3rd Floor)

Men-tour-ing: How to build a Network in a large organization
Maudine Cow Room (Lower Level)

Treat yo’self (to limitless opportunities)
Cartoon Room 2 (3rd Floor)

Alumni panel (Advisors only)
Ohio Staters Inc. Traditions Room (2nd Floor)

3:10-5:40pm Campus Tour Block 2
All tours depart from Ohio Union

6:30-8:00pm Conference Closing Dinner
Ohio Union Ballroom

8:00-10:00pm Closing Activities
Ohio Union
Join us to play trivia, sing karaoke, enjoy an improv show, or have fun in the photo booth with your new CIVSA friends!
Friday
3:30-4:10pm

**Deciding factor: The positive effects of overnight visits on a student’s college choice**

*Educational Track: Providing Unique Experiences*

Maryville College | Private Institution | Institution Size: Under 5,000
Number of Ambassadors: 30 - 50 | Paid/Unpaid: Paid

Overnight stays can be a key deciding factor in a prospective student’s college decision, as is visiting classes and meeting current students. So why not create an event that includes all the above? Introducing Maryville College’s Highland Days! Highland Days is an overnight experience where students stay in on-campus residence halls with current Maryville College students, attend their classes, and experience student life. These prospective students have the opportunity to get a feel for what campus life is really like, meet other prospective students, and create lasting friendships. Highland Days has proven to have a positive impact on enrollment as well as the Maryville College community. This presentation will provide an overview of the event, satisfaction survey data from attendees, and stories from current students and alumni as to how Highland Days affected their college decision.

**Stepping into college- A presentation to students by students**

*Educational Track: Providing Unique Experiences*

Wichita State University | Public Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 70+ | Paid/Unpaid: Both

Attendees will learn about the Stepping into College presentations that Wichita State students present to high school juniors and seniors. In this presentation, we share tips and tricks to keep in mind as students are in their college search but also share our Wichita State experience. We emphasize the student experience, and what it is like to be in college. We talk about the steps to take when researching universities and the resources high school students should utilize. Come learn about helping high school students “step into college” and the benefits of sharing the student experience while recruiting.

**An ambassador for one is an ambassador for all: The necessity for multi-cultural competence**

*Educational Track: Training & Leadership Development*

Lafayette College | Private Institution | Institution Size: Under 5,000
Number of Ambassadors: 70+ | Paid/Unpaid: Paid

Are we just tour guides or are we ambassadors? During these trying times in our country it is important for those on college campuses to be well-versed in the areas of multiculturalism, equity, and social justice. Find out why and how the Lafayette College Ambassador program incorporates cultural training into their continuing education.
"THEY CAME IN LIKE A WRECKING BALL": Making the most of your interactions with the biased tour guest

Educational Track: Providing Unique Experiences
Utah Valley University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 70+ | Paid/Unpaid: Both

They’ve been a fan for years, they wear the colors of your rival, or they have a negative predisposition about your school. We have had interactions with the biased tour guest. This presentation will bring to light how to professionally and energetically interact with the biased tour guest. We will lightheartedly show you how to make the best of your experience with the guest who is trying to prove you wrong. Maya Angelou once said "People will forget what you said, people will forget what you did, but people will never forget how you made them feel". So let’s do this thing.

How to get away with training: Building an effective, engaging tour guide

Educational Track: Training Program
Training & Leadership Development
University of California, Irvine | Public Institution | Institution Size: 20,000 - 30,000
Number of Ambassadors: 70+ | Paid/Unpaid: Paid

We all have amazing student leaders on our teams, but how do we build a training program that is effective enough to take our students from a face in the lecture hall to the "Keating Five" without boring them? At UC Irvine, new Campus Representatives enroll in a 10-week training course designed to teach campus facts and communication skills while incorporating friendly competition. In this session, Student Coordinators will walk you through UCI’s training process and how it was designed with specific, communication-focused student learning outcomes in mind. Soon, you too can have a training program that would make Shonda proud.

Take root and grow your AMBition at Appalachian State University

Educational Track: Program Structure
Appalachian State University | Public Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 30 - 50 | Paid/Unpaid: Unpaid

In order to best identify students that help us fulfill our mission we host a week long membership process that includes a formal written application, several group interactions, and one-on-one interviews. Following each separate category, a voting process amongst our organization takes place. Each current Ambassador is given their own separate ballot form, allowing for each member of the group to advocate the benefits each candidate would bring to our organization. At this time, it also allows members to voice concerns as to why particular candidates may not be a fit for our organization.

Stop? Go? Plan? Developing an emergency response plan (Advisors only)

Educational Track: Advisor Track
Stacey Renker, Assistant Director of Safety and Emergency Management

We all know we need to be prepared for emergencies, but are we? Ohio State’s Office of Student Life- Risk and Emergency Management is here to help get us started. If you do not have a plan in place, learn where to start and what things to take into consideration. If you have started a plan, learn where you might have gaps and suggestions on how to fill them.
Friday
4:20-5:00pm

Never stop improving – The tour guide assessment
*Educational Track: Program Structure*
Michigan State University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 70+ | Paid/Unpaid: Paid
Michigan State University employs around 100 tour guides in one tour program, in which tour guides give tours for multiple university partners. Through many efforts, the student supervisory staff, along with our superiors, have created an assessment guide to hold tour guides accountable in a consistent, uniform way and ensure they are continually striving towards excellence. Sit down with us as we go over our process and procedures in evaluating our staff and how this guide can be flexible for your program too!

Recruitment: Getting your squad assembled
*Educational Track: Program Structure*
University of South Carolina | Public Institution | Institution Size: 20,000 - 30,000
Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid
The University Ambassadors at the University of South Carolina pride themselves on being professional representatives of our school. In order to find these unique individuals, a competitive and thorough recruitment process occurs every year where we pick candidates from a series of applications and interviews. This comprehensive recruitment process allows us to not only advertise for our organization, but ensures that we find the best and most qualified students to represent our University to all visitors. Join us and learn more about how we recruit and interview these driven students and how we maintain an exceptionally high retention rate for University Ambassadors in the program.

It’s a vibe
*Educational Track: Providing Unique Experiences*
Georgia State University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 30 - 50 | Paid/Unpaid: Paid
It’s all about the vibe. 2Chainz and Kendrick get it. So why can’t your tour group get it? A smiling face only goes so far when your group won’t react to your jokes, questions and fun facts. After a while, doesn’t an unreceptive group kill your vibe? At this session, we’ll teach you how to make your tour engaging and memorable and create a vibe that will leave your group dancing (metaphorically and literally). We’ll share tactics on creating a contagious vibe while maintaining your energy and enthusiasm even when you have a close-minded, unbothered group. Because let’s face it, some people are just lame!

From good to great
*Educational Track: Training & Leadership Development*
Albion College | Private Institution | Institution Size: Under 5,000
Number of Ambassadors: 70+ | Paid/Unpaid: Paid
This discussion based session will give student leaders the opportunity to explore ways of enhancing the visit experience for prospective students. This will be done by identifying visit objectives (e.g. understanding of campus life, ensuring students learn about areas of their interest, making families feel welcome valued), and discussing how these objectives are accomplished. A worksheet will be used to compliment and guide the discussion. Though the emphasis will be on campus tours, we will explore ways to translate this information to office work, student panels, telecounseling, and many other student leadership positions.
The lead dog: Personal & professional development in admissions
*Educational Track: Training & Leadership Development*
Northeastern University | Private Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 70+ | Paid/Unpaid: Both
How do you offer positions and create a culture in your visitor center that align organizational goals while allowing exemplary students opportunity to lead more than just tours? We invest significant time and resources into our student staff to be positive reflections of the university; at Northeastern, we’re creating opportunities for our Husky Ambassadors to engage and connect with visitors far beyond the info session and tour. Learn about our approach to student leadership, communications, recruitment, and programming committees. Discover how our admissions office empowers students to shape the visitor experience through the Campus Visit Representative role. Finally, find out how we emphasize storytelling with all of our tour guides and help them effectively communicate their business acumen from their admissions experience.

From elementary to alumni: A tour leader’s guide to knowing your audience
*Educational Track: Providing Unique Experiences*
West Virginia University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 10 - 30 | Paid/Unpaid: Paid
Sharing your school’s history, traditions, advancements and academic offerings is the goal of every tour leader, but how can you connect the appropriate messaging with visitors of all ages? From elementary school field trips to returning alumni groups, this presentation will explore how messaging goals, communication tools and script adaptations can allow tour leaders to make an emotional connection with each tour group, every time.

Supporting distressed students (Advisors only)
*Educational Track: Advisor Track*
Dr. Meera Menon, Ohio State Psychiatrist
Learn how to better support students working through mental health challenges. As staff working directly with students every day, you are the front line of support for your students. You can spot changes in mood and behavior, and as a trusted advisor can often help a student find the support they need. Dr. Menon will share behaviors to look out for, conversation strategies, and resources to search for at your institution and in your community.
Moving forward by walking backwards: Hiring and training passionate tour guides

*Educational Track: Program Structure*

University of Texas at Arlington | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 10 - 30 | Paid/Unpaid: Paid

Each year brings new tour guides and a new round of hiring and training. At The University of Texas at Arlington, we focus on selecting enthusiastic and spirited individuals to make the prospective student experience as memorable as possible. From mock tour interviews to personalized one-on-one training and evaluations, new tour guides are given the close attention they need to be successful communicators and knowledgeable representations of the university.

It’s easy as 1, 2, 3

*Educational Track: Program Structure*

Presbyterian College | Private Institution | Institution Size: Under 5,000
Number of Ambassadors: 50 - 70 | Paid/Unpaid: Both

Following a total overhaul of Presbyterian College’s student ambassador and visit programs, we found the number three is our key to success. Highlights of this presentation will include how our student leadership, three’s company if you will, manage 70 volunteer ambassadors; how three students meet and greet each visiting student; and lastly, how three different types of key campus spaces make for the best tour.

Personalizing the visitor experience: Specialized tours for sciences and arts

*Educational Track: Program Structure*

Skidmore College | Private Institution | Institution Size: Under 5,000
Number of Ambassadors: 70+ | Paid/Unpaid: Paid

Prospective students come to Skidmore with a wide variety of academic and extracurricular interests, looking for a school where they can create unique combinations of majors in the liberal arts and sciences, performing and visual arts, and pre-professional programs. To accommodate the varied interests of current and prospective students, the Thoroughbred Ambassador population is surprisingly large with about 100 tour guides working each semester. We are able to provide a more genuine experience for our visitors and offer a variety of student perspectives by having student panels in our information sessions, offering specific arts and science tours in addition to general campus tours, and having tour guides with diverse interests.

Recruiting in a digital world

*Educational Track: Program Structure*

Clemson University | Public Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid

Social media is one of the world’s most powerful promotional tools, and one that can be utilized to make a real difference in the tour guide recruitment process. Everyone wants the best and brightest to show off their school, so this year Clemson University’s Guide Association took a very different approach to their recruitment, resulting in a 40% increase of tour guide applications and a visible increase in quality of our applicants. Through a little creativity and an established social media strategy, finding dedicated, passionate, and personable representatives for your school can be surprisingly simple.
**AMBstory**
*Educational Track: Training & Leadership Development*
Appalachian State University | Public Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 30 - 50 | Paid/Unpaid: Unpaid
Each Spring, the Appalachian State University Student Ambassadors educates 16-25 new members through an 8-week new member education process. This details our mission statement, organization history, responsibilities, and sets the foundation, culture, and expectations. Through this process, new members learn the history of our university, complete a minimum of 7 tour shadows by a current members, eventually leading their own tour by the 7th shadow and work to create personal relationships amongst their incoming class. This session reviews methods for training new members effectively and efficiently.

**No more tokens**
*Educational Track: Training & Leadership Development*
University of Northern Colorado | Public Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 50 - 70 | Paid/Unpaid: Paid
For colleges and universities around the country, there is a dilemma in recruiting diverse students. Because of this predicament, many colleges and universities often fall into the same pitfalls when attempting to recruit diverse students. These practices include things like misrepresenting the institution on things like publications, websites, etc., and using stereotypical representations of these diverse students in these outreach efforts. So, in this presentation, we will be discussing strategies to authentically and ethically recruit diverse students in higher education, while breaking away from things like stereotyping and misrepresentation that are consistently practiced by colleges and universities around the country.

**Visit vision: Trends, best practices, and future-casting the campus visit (Advisors only)**
*Educational Track: Advisor Track*
Brittney Joyce, RENDR Senior Consultant
Jeff Kallay, RENDR Principal
Come hear Brittney and Jeff from RENDR share their thoughts on campus visits.
Ambassadors? Tour guides? Why not both!

*Educational Track: Program Structure*

University of California, Los Angeles | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 70+ | Paid/Unpaid: Paid

At many institutions, "ambassadors" and "tour guides" are interchangeable terms. At UCLA, these are two distinct programs. Learn about what the Bruin Ambassador Program and Campus Tour Program do on our campus.

Scratching backs: Implementing a program structure that gives back

*Educational Track: Program Structure*

American University | Private Institution | Institution Size: 5,000 - 10,000
Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid

The student-run American University Ambassadors program prides itself in creating unique leadership and personal development opportunities. Through our ‘ambassadors-first’ mentality these opportunities are across the entire organization, from our program-wide coordinators to social media staffers and student panel speakers. Each opportunity contributes to the continuous cycle of development opportunities in professional, personal, and social settings. Not only do these opportunities give back to our ambassadors, but they keep our retention rates high. Join our interactive presentation to learn more about the structure of the American University Ambassadors program and how it has led to sustained engagement within the various facets of the organization.

It’s not rocket science: A personalized approach to the tour experience

*Educational Track: Providing Unique Experiences*

University of Minnesota Rochester | Public Institution | Institution Size: Under 5,000
Number of Ambassadors: 10 - 30 | Paid/Unpaid: Unpaid

With a small school made up entirely of science majors, the University of Minnesota-Rochester had to devise a recruitment strategy that empowers students to object the stigma of science majors as anti-social, awkward, and non-communicative. The UMR Ambassador program aims to personalize the tour experience by harnessing the “niche” nature of the university. Learn how the individualized tour experience can provide prospective students with a sense of belonging.

Your Story as a Johnny Starts Here

*Educational Track: Providing Unique Experiences*

St. John’s University | Private Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 70+ | Paid/Unpaid: Both

A campus tour is the start of a new chapter in a prospective student’s life. This start can deeply impact a student’s decision to enroll in your institution or enroll somewhere else. As tour guides, our responsibility is to give experience based tours by telling our story. While we are showcasing our university’s physical campus, we are also showcasing ourselves, and the lives that prospective students could potentially live. We want our students to envision themselves as a Johnny, not just another college student. By doing so, we are making them feel not only a part of institution but also a part of the community. This presentation will offer examples of the effectiveness of a story based tour vs. a fact based tour.
Wild thoughts
_Educational Track: Training & Leadership Development_
Georgia State University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 30 - 50 | Paid/Unpaid: Paid
We all have that moment when you’re giving a tour and everything is going well. You’re illuminating the campus, making friends, laughing, and all of a sudden...that mom in the back, the one who hasn’t said a word all tour, the one taking notes...she raises her hand into the air. You make eye contact with her and you know this one is going to Mess. You. Up. Do you choke, stumble on your words, and look foolish? No! Come to our session to find out how to tackle those tough questions from people whose thoughts are just wild-wild-wild.

Earning your stripes
_Educational Track: Training & Leadership Development_
University of Pittsburgh | Public Institution | Institution Size: 20,000 - 30,000
Number of Ambassadors: 70+ | Paid/Unpaid: Paid
How do you train 100 students, most of whom are in their first semester, to be campus tour guides? Learn how the University of Pittsburgh uses a semester-long training period that provides the necessary tools while instilling a high level of customer service and engagement in a student organization. See how our process starts from the ground and builds up, resulting in excellent guest ratings again and again. We will highlight some of our key features in the training process like mentoring, storytelling, and evaluation. You will leave this presentation with the foundation you need to develop training for a successful student organization!

CIVSA 1.0 (Advisors only)
_Educational Track: Advisor Track_
Jonathan Augustyn, CIVSA Involvement Committee Chair, Cornell University
Tim Lipman, CIVSA President, Illinois Institute of Technology
Are you looking to get more involved with CIVSA but don’t know how? Come to our session and find out all of the ways you can maximize your CIVSA membership to the fullest extent! We’ll discuss the history of CIVSA, all of the various membership benefits, as well as all of the professional and volunteer opportunities that CIVSA has to offer!
Creating connections: Building a better experience

*Educational Track: Program Structure*

**Suffolk University | Private Institution | Institution Size: 5,000 - 10,000**

**Number of Ambassadors: 10 - 30 | Paid/Unpaid: Paid**

Join students from Suffolk University as they share their experiences about how strengthening bonds can take a campus experience to the next level! We will share how we have taken steps to create a greater bond among our team of tour guides and how that has led to stronger connections with those visiting our campus. We will be using activities and group discussion to allow for individuals who come to the educational session to take back important information and ideas to their campus!

Small colleges, small panel, big ideas

*Educational Track: Program Structure*

**Maryville College | Private Institution | Institution Size: under 5,000**

**Number of Ambassadors: 30 - 50 | Paid/Unpaid: Paid**

Ambassadors from up to 5 small colleges discuss what a campus tour looks like for their institution, including, but not limited to unique aspects of a campus tour at a small college, Ambassador Program structure, challenges, campus tour personalization, and logistics. Predetermined questions will be asked and time will be made for a general Q&A from participants.

No role modelz

*Educational Track: Providing Unique Experiences*

**University of Northern Colorado | Public Institution | Institution Size: 10,000 - 20,000**

**Number of Ambassadors: 50 - 70 | Paid/Unpaid: Paid**

This session will go over how to market a college education to a first-generation student. The “No Role Modelz” title—in reference to J. Cole’s song title—alludes to how first-generation students do not have a parent role model to show them how to properly navigate through the college process. The main focus of the session will show videos of first-generation high school students speaking on their experience in their college search; or if they are even pursuing higher education at all. From this, the session will analyze their understanding of the “college language” and their knowledge of the resources available to them.

The power of storytelling

*Educational Track: Providing Unique Experiences*

**Arizona State University | Public Institution | Institution Size: 30,000+**

**Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid**

Are you looking to give your campus tours a competitive edge over those of other universities? One of the most effective methods of doing so is through the power of storytelling. In this workshop you will learn how to make your tours stand out from the rest by transforming campus facts into tales of your own experiences. Hailing from the Valley of the Sun, and one of the largest, and most innovative universities in the nation, Kacey Cavanagh and Eli Bliman demonstrate how to allow prospective students to truly envision their life at your university.
It takes a village
*Educational Track: Training & Leadership Development*
The Ohio State University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 70+ | Paid/Unpaid: Paid
We all have heard it said that leadership development is important, but what does valuable student leadership really look like? This presentation will provide ideas about how to develop valuable, interconnected leadership roles in your own program that will help create a culture of accountability, honor, and community. We will focus on the importance of student leadership in the Ohio State tour program. We hope to discuss our large emphasis on student leadership of University Ambassadors in administrative, recruitment, selection, training, and social roles and to discuss how these various roles allow the staff to become responsible, self-starting leaders that can effectively give and receive feedback and function autonomously as well as in group settings.

Motivating volunteers to be the best representation of themselves and the university
*Educational Track: Training & Leadership Development*
University of North Carolina Charlotte | Public Institution | Institution Size: 20,000 - 30,000
Number of Ambassadors: 50 - 70 | Paid/Unpaid: Unpaid
Student leaders share how they have transformed our dynamic tour guide program at UNC Charlotte. As a growing public institution with over 29,000 students, excitement continues to grow around the university. We believe we have a unique and effective approach when it comes to recruiting, training, and retaining student ambassadors, Niner Guides, to share their personal and academic stories about Niner Nation. They have experiences working with diverse populations, serving on panels, and mingling at events and receptions. Our program is designed to equip our students with tangible leadership experiences that will propel them into full time jobs after graduation. Our tour guides chose to work on a voluntary basis and consistently receive rave reviews.

Cultivating habits of highly productive giving (Advisors Only)
*Educational Track: Advisor Track*
Michaela Martin, Wellness Ambassador Coordinator
Mackenzie Hogan, Wellness Coaching Graduate Administrative Associate
Working with students to enhance their college experience can be an immensely satisfying part of your job, however supporting students takes energy. This session will help you better recognize signs of generosity burnout and how it impacts your personal wellness. Presenters will share best practices to cultivate productive giving strategies to promote flourishing.
Students leading students

**Educational Track: Program Structure**
Capital University | Private Institution | Institution Size: Under 5,000
Number of Ambassadors: 50 - 70 | Paid/Unpaid: Paid

Student ambassadors play a vital role in the functionality of a college admission office, but managing a large student ambassador pool can be challenging and time consuming. Learn about Capital University's Student Ambassador Management Internship. We have established a team of four senior interns who hire, train, educate, and schedule our student ambassadors. In our inaugural year, we are continuing to design and organize this program. But in an environment where students are leading students, we are developing a more student-centered visit experience.

**How I met my tour guide: How to make your tours legend...wait for it...dary!**

**Educational Track: Providing Unique Experiences**
University of Houston | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 10 - 30 | Paid/Unpaid: Paid

Just like the hit TV show How I Met Your Mother, we focus a lot of our training on the art of storytelling. By training our Ambassadors on the art of balancing storytelling and fact sharing, guests are equally engaged and entertained. By re-evaluating our training process, we have improved the overall consistency of training of our Ambassadors while still celebrating each Ambassador as an individual so that they, and future Ambassadors to come, can become legendary Ambassadors as well.

**The Implementation of Minority Recruitment Initiatives on the Collegiate Recruitment Process**

**Educational Track: Providing Unique Experiences**
The Pennsylvania State University | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid

The implementation of organizations like the Student Minority Advisory and Recruitment Team are a first step in the conversation of coming to college and understanding the resources available to succeed and thrive. These organizations are able to reach other demographics by utilizing internal resources. Recruiting leadership from within to create sub-committees and initiatives that target underrepresented minorities, low-income families, disabled communities, and LGBTQIA+ students can assist with preventing the limitation of the word diversity. There must be an active representation of different people within a campus setting to work towards improving the quality of higher education that all students and faculty are able to receive.

**Let’s Talk Accountability**

**Educational Track: Training & Leadership Development**
University of Arizona | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid

Come hear from University of Arizona Ambassadors about how we use “positive points”, “strikes” and team competition to help drive accountability in a 100+ person Ambassador honorary. At this session you'll learn about ways to have tough conversations with your peers, keep things positive when we all have a lot on our plate, and find ways to mix some fun into semester-long requirements.
Men-tour-ing: How to Build a Network in a Large Organization

*Educational Track: Training & Leadership Development*

Northeastern University | Private Institution | Institution Size: 10,000 - 20,000
Number of Ambassadors: 70+ | Paid/Unpaid: Unpaid

Husky Ambassadors is a 250 member volunteer organization whose membership spans all class years at Northeastern. Considering the size and diversity of this organization, maintaining engagement and development of members can be challenging. In order to foster meaningful participation, the members are organized into groups lead by an experienced tour guide. This structure creates a touchpoint for questions and concerns from individual members as well as a smaller community within the larger organization. This presentation addresses how to enhance member experience through the development of strong connections and will facilitate the sharing of current membership engagement activities among attendees.

Treat Yo’Self (To Limitless Opportunities)

*Educational Track: Training & Leadership Development*

University of California, San Diego | Public Institution | Institution Size: 30,000+
Number of Ambassadors: 50 - 70 | Paid/Unpaid: Paid

No, this isn’t a workshop where we tell you to rent a limo and purchase a batman suit. Instead, this is where we show you how to access the incredible opportunities through your position as a tour guide/ambassador. Whether it be professional development through interacting with staff, community building with those who share the workspace, or improving on professional skills with job exercises, this workshop is to help identify College Ambassadors’ goals for personal growth within the program, and show how to achieve them. Our hope is that creating a space for the staff that feels welcoming, and continuously facilitates growth will not only lead to better tours, but will also add to the value of what it means to you and other college ambassadors when they hold these positions. So go ahead and TREAT YO’SELF to the most fulfilling job during your college years and the valuable learned skills to carry with you afterwards.

Alumni Panel (Advisors Only)

*Educational Track: Advisor Track*

Ambassador Alumni from three different programs come together to talk about the highs and lows of their Ambassador experience, ideas that would have taken their experiences to the next level, and how your current program can engage its alumni.

- Kelsey Bonacci- The Ohio State University, Make-a-Wish Foundation
- Sarah Ellis- Wittenberg University, Works in education
- Will Ghidotti– High Point University, The Ohio State University
- Lauren Renton- Otterbein University, Manta
- Lynn Tancak Lewis- Capital University, Madison & Fifth
Jeff Kallay | Principal  
Render Experiences

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 hundreds of campus visit clients. On average, he hits six campuses a month, thrives on helping colleges and universities find their DNA, and creates 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 Homeland/GenZ and their GenX parents. 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 college and Steelers football fan.
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.

Being an agent of change isn’t easy. And change has been the only constant Brittney has ever known. She has experienced three university rebranding campaigns, participated in building a new state-of-the-art Welcome Center, transformed multiple student Ambassador groups, and served as a national leader in the Collegiate Information and Visitor Services Association (CIVSA), where she served on the Executive Board as Director of Communications from 2010 – 2014.

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 Hanover, New Hampshire with her husband, son, two dogs and two guinea pigs. In her spare time, she is on the hunt for the best New England lobster roll, makes authentic Tex-Mex meals (with real tortillas) and monograms anything she can hold down.
Dr. Cynthia Turner, Senior Lecturer in the Fisher College of Business at The Ohio State University has spent over 20 years in the academic arena. Beginning her career as an accountant at Ernst & Young, Dr. Turner quickly realized her passion to teach and shape rising leaders in accounting and soon returned to the classroom to pursue her PhD in accounting. Her academic career began at the University Of Illinois Urbana-Champaign, after 17 years she joined the faculty at The Ohio State University in 2013.

As an educator, Dr. Turner has taught and advised thousands of students, and as a researcher, her scholarly work is published in the top journals for her field. Throughout her career, Dr. Turner has worked tirelessly to serve her community. Her efforts in Champaign, IL led the city to pronouncing June 8th “Cynthia Turner Day” in 2012. Among other projects, Dr. Turner created and now directs Project THRIVE at The Ohio State University. This program connects underrepresented minority students in accounting and management information systems to foster personal and professional development. Dr. Turner holds her B.S. in Accounting from North Carolina A&T State University, and her M.A. and Ph.D. in Accounting from The Ohio State University Fisher College of Business.
SDI Small Group Connections give attendees the opportunity to connect with their peers from institutions across the country. You’ll have the chance to network, ask questions, discuss, and form meaningful connections that will last long beyond SDI. The time you have with your Small Group Connections is extremely beneficial and your own think-tank of ideas, to incorporate in your program when you return home.

Every group has a staff facilitator who will help start the conversation, and can share their expertise. They are veterans in the field of visitor services and their goal is to be a resource for you and your peers. Facilitators will encourage discussion based on things you’ve learned in educational sessions and help start conversations on topics that are relevant to the important work you do!

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<thead>
<tr>
<th>Group Name</th>
<th>Room Location</th>
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<tbody>
<tr>
<td>Annie Oakley</td>
<td>Ohio Stater’s Founders Room</td>
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<td>Dean Martin</td>
<td>Round Meeting Room</td>
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<td>Guy Fieri</td>
<td>Cartoon Room 2</td>
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<td>Halle Berry</td>
<td>Maudine Cow</td>
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<td>James Garfield</td>
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<td>Robert Taft</td>
<td>Capital City Room</td>
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<tr>
<td>Rutherford B. Hayes</td>
<td>Visits and Events Suite</td>
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<tr>
<td>Sarah Jessica Parker</td>
<td>Presidents Room</td>
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<tr>
<td>Simone Biles</td>
<td>Rosa Ailabouni Room</td>
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<tr>
<td>Steven Speilberg</td>
<td>Ohio Firsts Room</td>
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<tr>
<td>Tecumseh</td>
<td>Milestones Room</td>
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<tr>
<td>Thomas Edison</td>
<td>Suzanne Scharer Room</td>
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<tr>
<td>Ulysses S. Grant</td>
<td>Student Alumni Council Room</td>
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<tr>
<td>Warren G. Harding</td>
<td>Ohio Stater’s Traditions Room</td>
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<tr>
<td>William Henry Harrison</td>
<td>Aviation Room</td>
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<tr>
<td>William McKinley</td>
<td>Center for Student Leadership &amp; Service Lounge</td>
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**Group names will be indicated on your name tag!**
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 guide, campus aesthetic, memorabilia and more- we help impact and influence how you make guests feel.

A self-service system that allows you to create a digital guide for any event, conference, tour or prospective student day. Our intuitive designs allow for personalization and work with smart technology, allowing users to navigate the app easily and stay up to date with real-time updates. We pride ourselves on excellent customer service, and have a great tech support team ready to assist you with any needs.

There’s an energy and excitement in Columbus that’s going to hit you As soon as you arrive. Big things are happening here and you’re invited To join in! The city is booming, and not just in population. The Columbus Museum of Art added a spectacular new wing, and the Scioto Mile puts 33 Acres of new riverfront parkland in the heart of downtown. The innovative food scene melds artisan producers with imaginative chefs to create meals that are innovative. Nationally acclaimed distilleries work together with brewers, coffee roasters, and high-end cocktail bars, black box stages, music halls and dive bars to deliver unforgettable night life. It’s time to get to know the Columbus that grew up when you weren’t looking.
EATS

**Buckeye Donuts** (1998 N High St, Columbus, OH 43201) open 24 hours  
24-hour donut shop in the heart of the OSU campus area serving breakfast fare, donuts & Greek gyros.

**Pita Pit** (1988 N High St, Columbus, OH 43201) open 11am-4am  
Diners create their own sandwiches at this health-oriented counter-serve chain.

**Bibibop Asian Grill** (1778 N High St, Columbus, OH 43201) open 11am-8pm  
Inspired by the traditional Korean dish bibimbap, meaning "mixed rice." Build your own bowl.

**Apollo’s Greek Kitchen** (1758 N High St, Columbus, OH 43201) open 11am-2:30am  
Snug, collegial eatery with late-night hours dishing up Greek specialties, with delivery available.

**Chipotle Mexican Grill** (1726 N High St, Columbus, OH 43201) open 10:45am-10pm  
Fast-food chain offering Mexican fare, including design-your-own burritos, tacos & bowls.

**The Little Donut Shop** (1716 N High St, Columbus, OH 43201) open 8am-3pm  
Donuts and coffee!

**Raising Cane’s Chicken Fingers aka “Canes”** (10 E 11th Ave, Columbus, OH 43201) open 10:30am-3am  
Fast-food chain specializing in fried chicken fingers, crinkle-cut fries & Texas toast.

**Fusian** (14 E 11th Ave, Columbus, OH 43201) open 11am-9pm  
Modern counter-serve option featuring creative build-your-own sushi rolls, tea & Japanese sides.

**Jimmy John’s** (2165 N High St, Columbus, OH 43201) open 10:30am-3:30am  
Counter-serve sandwich shop offering multiple sandwich options and a quick bite to eat.

**Hungry Howie’s** (1428 N High St., Columbus, OH 43201) open 11:00am-10:00pm  
Counter-serve local pizzeria known for its flavored crusts.

**Hounddog’s Pizza** (2657 N High St., Columbus, OH 43202) open 9:00 AM-2:00 AM  
Creative pizzas, classic subs served in the Old North Columbus District.

**Insomnia Cookies** (2209 N High St., Columbus, OH 43201) open 9:00 AM-3:00 AM  
Bakery known for lots of different fresh baked cookie options. Also has late night delivery.

**Condado Tacos** (1227 N High St., Columbus, OH 43201) open 11:00 AM-2:00 AM  
Laid-back spot for build your own tacos. Also serves salsa, queso, and guacamole.  
*Unanimously recommended by SDI Local Arrangements Committee*

**The Angry Baker** (247 King Avenue, Columbus, OH 43201) open 8:00 AM-3:00 PM  
Cafe and restaurant serving breakfast, brunch, and lunch, plus housemade pastries and coffee.

**TRISM** (1636 N High St, Columbus, OH 43201) open 9:00 AM-10:00 PM  
Sleek coffeehouse offering coffee and health-centric fare.

**Arch City Tavern** (862 N High St, Columbus, OH 43215) open T, F 3pm-2:30am; S: 11am-2:30am  
Convivial hangout with lots of exposed brick, local beers & a menu of gastropub favorites.
Tommy’s Pizza Inc (174 W Lane Ave, Columbus, OH 43201) open 11am-11pm
Informal pizzeria catering to varied tastes with traditional pies, subs, spaghetti & fried seafood.

Adriaticos (265 W 11th Ave, Columbus, OH 43201) open 11am-2:30am
An unassuming campus mainstay vending pies, subs, pasta & salads along with beer & wine.

Fox in the Snow Cafe (1031 N 4th St, Columbus, OH 43201) open T, F 7a-5p; S 8a-5p
Airy coffee shop featuring java drinks, baked goods, tarts & biscuits in a modernized garage space.

Marcellas (615 N High St, Columbus, OH 43215) open T 4pm-10pm; F, S 4pm-12am
Pasta, pizza & specialty cocktails are dispensed in a vintage-style dining room with an upbeat vibe.

EXPEDITIONS

Walking Distance:

**Billy Ireland Cartoon Library & Museum** (1813 N High St., Columbus, OH 43210) open 1pm-5pm
Exhibits trace the history of cartoon art, from comic strips to graphic novels, on the OSU campus.

**Campus Barnes & Noble** (1598 N High St., Columbus, OH 43201) open 9:00am-10:00pm
Bookseller stocking a broad selection of titles and subjects.

**Wexner Center for the Arts** (1871 N High St., Columbus, OH 43210) open 10:00am-8:00pm
Modern Venue at OSU featuring contemporary art exhibitions, film screenings & performances.

Short Drive:

**Jeni’s Ice Cream** (714 N High St., Columbus, OH 43215) open 12:00pm-11:00pm
Scooping creative flavors of ice cream & frozen yogurt made from local ingredients.

**North Market** (59 Spruce St., Columbus, OH 43215) open 9:00am-7:00pm
Marketplace housing multiple local vendors of food and fare.

**Ohio Statehouse** (1 Capitol Square, Columbus, OH 43215) open 11:00am-5:00pm
House of government for the State of Ohio in this Greek-Revival building, offering historical art & guided/self-guided audio tours. See the Ohio Statehouse website for tour details.

**Gallery Hop in the Short North** (first Saturday of every month in the Short North Arts District), open 4-10pm
Celebrate art throughout the evening with new gallery exhibitions, street performers, special events, food, and drinks throughout the Short North on the first Saturday of each month.

**COSI Science and Technology Museum** (333 W Broad St., Columbus, OH 43215) open 10a-7p
Large educational science center offers interactive exhibits, working labs & planetarium shows.

**Columbus Museum of Art** (480 E Broad St., Columbus, OH 43215) open 10:00am-5:00pm
Varied permanent & traveling art collections plus an American cafe & gift shop.

**Candle Lab** (751 N High St., Columbus, OH 43215) open 11:00am-8:00am
Mix & match scents to make your own one-of-a-kind candle or diffuser.
*Please allow time to go back to pick up your completed candle.
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. We support our dynamic membership of collegiate professionals through every decision made. We seek out all avenues to strengthen connections and networking among our membership through positive communication. We provide continuing education experiences through leadership and a variety of educational formats to support professional growth.

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2018 Annual Conference- Megan Adams, University of Louisville & Patrick Pitoniak, Yale University
Involvement- Jon Augustyn, Cornell University
Retention- Alecia Dennis, Ohio Dominican University & Philadelphia Shoop, Flagler College
**Friday, January 5th**

<table>
<thead>
<tr>
<th>Shuttle Schedule for Fairfield Inn &amp; Suites</th>
<th>Shuttle Schedule for Holiday Inn Express</th>
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<tr>
<td><strong>Departure from Hotel</strong></td>
<td><strong>Departure from Ohio Union</strong></td>
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<tr>
<td><strong>Morning</strong></td>
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*should a ride be needed outside of these times, please call the hotel front desk*

**Saturday, January 6th**

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Parking at the Ohio Union is available in the South Union Garage, directly north of the building.

- Address: 1729 North High St., Columbus, OH 43210
- Please bring your garage ticket to Conference Headquarters on the second floor of the Ohio Union to receive a discount parking voucher
- Exit rate with voucher: $7.75

**Shuttle schedules are subject to change.**
Ohio Union
Center for Student Leadership- Second Floor
Ohio Union
Third Floor
Ohio Union
Center for Student Leadership – Third Floor

**To access this space, please go through the second floor entrance of the Center for Student Leadership and Success. This is the only way to access this space.**
Join us in June!

25th Annual CIVSA Conference

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