

CIVSA

Collegiate Information & Visitor Services Association

The gateway to information and visitor services within higher education



6th Annual

Student Development Institute

Birmingham, Alabama

January 3-5, 2019 | #civsasdi2019

Welcome to the Magic City!

Welcome to Birmingham-where big things are happening, and innovation guides every day! Birmingham and the state of Alabama welcome you to *The Magic City* for the 6th 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 #civsaSDI2019 Committee

Karen Moser
Conference Chair
The University of Texas at Arlington

Education and Programming

Dan Kellish, Chair
University of Arizona

Amber Fitzgerald
Suffolk University

Philadelphia Zimmerman
Flagler College

Publicity and Publications

Lauren Goldberg Rucker, Chair
University of Tennessee

Ethan Penland
University of North Georgia

Kylie Rigdon
University of Tennessee

Welcome and Volunteers

Mark Reeder, Chair
The University of Texas at Arlington

Tiffany Driver
Sam Houston State University

Laura Galloway
University of Houston

Local Arrangements

Molly Kate Poole, Co-Chair
University of Alabama Birmingham

Aisha Regan, Co-Chair
University of Alabama Birmingham

Emily Tisdale
Birmingham—Southern College

Elizabeth Ritter
Birmingham—Southern College

Rachel Flint
University of Alabama Birmingham

President's Welcome



Laura Stansell | CIVSA President
University of Tennessee

Hello Students and Campus Visit Professionals from all around the country!

On behalf of the Collegiate Information & Visitor Services Association (CIVSA), welcome to the 6th Annual Student Development Institute in Birmingham, Alabama! We are excited to have you join us this year as we gather to network and learn together. This year's conference will focus on professional development and we hope everyone will return home with new ideas for your campuses, your programs, 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 sixth year hosting this event, which is specifically geared toward your offices' most important resource - the students. We are excited that your institutions have supported you in attending this year.

This SDI Conference will be our largest yet with more than 285 students and 115 professional staff members representing 89 different institutions in attendance. This event takes a lot of coordination and I want to send a huge thank you to the SDI Conference Chair, Karen Moser, from The University of Texas at Arlington, as well as the entire planning committee for their all their work in bringing this event together.

One of the benefits everyone mentions when they talk 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 (both students and professional staff) to find ways you are similar to each other, but also to think outside of the box and look for different ideas that you can take back to your institutions. What does one institution do that you can adapt and use in your program? The best part of conference, is that if there are more than one of you, split up and learn as much as you can from each other. The best part of conference, is that if there are more than one of you, YOU CAN split up and learn as much as you from each other. This is a relatively short conference, so get out of your comfort zone and go meet others. 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 the conversation. I have no doubt you will walk away having met some pretty amazing people and build some great contacts for your future! I'm also confident that you will have fun along the way. This is a great way to start a new year and head back to your university re-energized for the upcoming term!

Thank you for starting off 2019 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 Birmingham!

-Laura

Welcome to Birmingham, Alabama!



University of Alabama at Birmingham (UAB) is one of three institutions in the University of Alabama System and, along with the University of Alabama, an R1 research institution.

The UAB Health System, one of the largest academic medical centers in the United States, is affiliated with the university. UAB Hospital sponsors residency programs in medical specialties, including internal medicine, neurology, surgery, radiology, and anesthesiology. UAB Hospital is the only Level I trauma center in Alabama.

Known as the Blazers, UAB athletics is one of the 14 member institutions of Conference USA and is Division 1.

Notable alumni include Sam Hunt, Darrell Hackney, Izell Reese, McKinley Singleton, and Joe Webb among others.

Birmingham is the largest city in Alabama and the 14th largest city in the country!

Birmingham's nickname the "Magic City" refers to a period of great growth in the 1870's and 1880's, when the city seemed to grow so quickly, it appeared to have happened "like magic" overnight.

The nation's most successful regional magazine, Southern Living is published in Birmingham.

The Birmingham Metropolitan Area is home to approximately 1.1 million people.



Birmingham—Southern College is a private liberal arts college in Birmingham, Alabama, United States. Founded in 1856, the college is affiliated with the United Methodist Church and is accredited by the Southern Association of Colleges and Schools (SACS).

Birmingham—Southern is one of America's best liberal arts colleges according to *Princeton Review*.

Known as the Panthers, Birmingham—Southern competes in Division III in the Southern Athletic Association.

Notable alumni include Charles Brooks, Pat Buttram, Howard Cruse, Alexander Gelman, and Jennifer Hale among others.

Table of Contents

6	SDI Attendees
11	SDI Star Awards
12	Conference Schedule
17	Session Abstracts
29	Conference Speakers
30	Student Small Group Connections
31	Advisor Round Tables
32	Conference Sponsor
33	Experience Birmingham
35	About CIVSA
36	Conference Map

Let's Get Social!

Want to have a chance to win gift cards?
Post on social media using #civsaSDI2019 and
you'll be entered to win!

Follow [@officialcivsa](#) on our channels!
Winners will be announced at the conference closing dinner.



2019 SDI Attendees

Agnes Scott College

Alexis Skeen*
Sydney McClure*
Olivia Ancrum
Olivia Chapman
Ziyana Greene
Dais Johnston
Lara Barton
Percie Thompson

Albion College

Heather Fuchs*
Chelsei Carpenter
Marceline Redick
Elizabeth Mansour

American University

Tiana Hakimzadeh*
Alyssa Bradley
Callen Creeden
Samantha DiBacco

Appalachian State University

Sarah Garrow*
Hannah Harvey*
Maya Hood
Indigo Hollister
Lauren Hempen
Cat Humm
Chase Newmyer
Murilo Artese

Auburn University

Jordan Holladay*
Tori Close*
Grace Day
Owen Chandler
Cameron Breedlove

Berry College

Shira Kerce*
Alicia Gauker*
Krala Manzananares
Alex Beato
Alyssa Beasley
Kylie Hamilton

Birmingham—Southern College

Emily Tisdale*
Madison Hutchison

California Lutheran University

Wes Sullivan*
Angel Abundez
Amanda Souza
Heather Wilson-Hooker

Coastal Carolina University

Aleya Tyliniski*
Malcolm Albino
Noah Lamb
Raygon Moore
Ehren Williams

College of Charleston

William Chase*
Micah Feinstein
Zaylee Butler

Columbus State University

Erin Hortman*
Jalin Murphy
Ariel Duckworth
Victoria Buchanan
Maddie Kalk

Cornell University

Jon Augustyn*
Fred Tamarkin
Richard Cho

Drexel University

Joe Tuzzi*
Gabriella Macera
Roze Al-Zabey

East Tennessee State University

Corintha Duncan*
Haley Owens
Ketura Roberts

Eastern Michigan University

Ashleigh Spatt*
Misty Sparrow*
Connor Loughry
Molly Price
Emily Gould
Faith Salisbury

Eckerd College

Dylan Cassidy*
Ariele Dashow
Kara Hobby

Emory University, Oxford College

Nicole Dancz*
Cutler Cannon
Neha Ali
Jordan Hasty

Ferris State University

Jessica Davison*
Melanie Fields
Remington Hess

Flagler College

Philadelphia Zimmerman*
Julia Manze
Lucy Brooks

Florida Polytechnic University

Michelle Powell*
Lindsey Gerberich
Jared Nurse
Juan Forero
Leanne Paquin

*Professional Staff

Georgia Institute of Technology

Katy Beth Chisolm*
 Jack Crawford
 Brittany Ritter
 Hannah Smith
 Emily Farmer

Georgia State University

Julian Taylor*
 Abigail Laughman
 Asia Haywood

High Point University

Julee Mitsler*

Illinois Institute of Technology

Gavin Waits*
 Keara Rigg
 Joel Myer

Indiana University of Pennsylvania

Katie Koncar*
 Ryan Sharp*
 Anna Hermann
 Claire Wisneski
 Kyle Varone
 Blaise Erzar
 Courtney Buchler
 Kayla Mikesell

Jacksonville State University

Tracy Phillips*
 Katelyn Hamby
 Kassidy Nance

James Madison University

Paul Campbell*
 Lauren Wholihan
 Colleen Coleman
 Ashley Hellerstedt
 Harry Hudome
 Hunter Lord
 Dyer Pace
 Cathy York

Lagos State University

Funsho Henry Obasa*

Lee University

Taylor Smith*
 Caitlin Lay
 Lily Robinson
 Sam McGirt
 Graham Sutherland
 Brooke Holloway
 Mica Sheppard

Lynn University

Tierra Thompson*
 Kevin Studer*
 Devon Brown
 Hadassa Delhomme
 Joel Ljungstrom
 Jorge Arias
 Nicole Drummond
 Shawn Johnson

Merrimack College

Sara Bird*
 Alyson Luca
 David Lambrou

Michigan State University

Heather Wilson*
 Lindsey Suchta
 Mike Rick

Middle Tennessee State University

Rob Patterson*
 Matthew Cohen*
 Jules Mayes
 Jacob Manning
 Kaylee Lindgren

Mississippi State University

Avent VanHorn*
 Connor Watson
 Rosie Ferguson
 John Fox
 JP Gathings
 Denver Haralson
 Parker Kennedy

North Carolina Agricultural & Technical State University

Teshena DeBrew*
 Jameia Tennie*
 Aaron Anderson
 Anderlyn Smith
 Camila Gaitan-Cardenas
 Tyron Alford
 Hady Khoury
 Ashely Bridges

Northeastern University

Devin Smith*
 Will Gooley
 Deirdre Dunham
 Nikki Shah
 Liliana Pina

Oglethorpe University

Rachel Roller*
 Benjamin Hopper
 Glen Kaiser
 Nicole Felder

Oklahoma City University

John Slish*
 Monica Brown
 Maridith Grimsley
 Reid Powell

Penn State University

Samantha Fowler*
 Ally Kirk
 Greg Gavazzi
 Khyle Griffin

Pepperdine University

Kacey Beltz*
 Noel Kildiszew
 Katelynn Quick
 Katie White
 Avery Wannemacher

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Piedmont College

Karis Fowler*
 Nikki Blanchard*
 Brady Jenks
 Devin Haupt
 Macey Higgins
 Killian McClain

Portland State University

Torin Braaten
 Alicia Dearixon
 Marwa Al-Khamees
 Bella Catalano

Presbyterian College

Rebecca Corley*
 Leah McNeil
 Avery Conrad

Purdue University

Kearstynn Goulette*
 Grace Jacob
 Fernando Franco

Purdue University—Fort Wayne

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 Sable Robinson*
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 Renan Reilly

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 Kristen Bishop
 Emily Schira

Rutgers University—New Brunswick

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 Marina Fortuna
 Alexandra Freeman

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Nicole Gerdes*
 Conner Ellinghuysen*
 Nicole Weninger
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 Madison Seagraves
 Jaila Moore
 Ray Yates

Skidmore College

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 Anthony Nikitopolous
 Charlotte Sweeney
 Adam Weinreb
 Wyeth Taylor

Southern Illinois University-Carbondale

Michelle Rust*
 Josie Arnett
 Britt Peyton
 Matthew Cagle

Southern New Hampshire University

Robert Cuzzi*
 Amanda White
 Amanda Dillon

St. John's University

Ilana Ciccone*
 Sondra Rauschendorfer
 Sarah Rasmussen

Suffolk University

Amber Fitzgerald*
 Allie Blackburn
 Brian Hatch
 Christina Rayball
 Sophia Lajoie

SUNY Maritime College

Erica Huttunen
 Geresa Leigh Luke
 Gabrielle Lindstrom
 Bethany Champlin
 Adam Durrua

The Ohio State University

Erin Satterwhite*
 Anya Cohen
 Hayleigh Coppenger
 Same Jerusal
 Dylan Tuttle

The University of Texas at Arlington

Mark Reeder*
 Karen Moser*
 Esther Mugwanya

The University of Texas at Rio Grande Valley

Dara Newton*
 Krystal Marroquin*
 Amye Carretero
 Anelly De La Paz
 Nitchele Rodriguez
 Mario Saenz
 Mariana Cerda
 Jazier Salinas

Troy University

Ryan Cole*
 Emily Durden*
 Anna Caroline Logan
 Mackenzie Martin
 Taylor Johnson
 Morgan Long
 Allie Higgins
 Ashlan Kelley

University of Alabama

Andrew Tucker*
 Lucy Arnold Sikes*
 Caroline Wigley
 Whitney Blalock
 Luke Nolen
 Kate Fountain
 Lauren Chambliss
 Baylor Bearden

University of Alabama at Birmingham

Aisha Regan*
 Molly Kate Poole*
 Anna Parker
 Alex Clark
 Callie Walls
 Parker Saunders
 Tyler Huang
 Zach Watson

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University of Arizona

Dan Kellish*
Brenden Barness
Kaleigh Cober

University of California, Irvine

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Brandon Zungia
Homer Ochoa
Jaylene Rios
Leslie Escobedo
Lubaina Cementwala

**University of California,
Los Angeles**

Jamin Pivaral*
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University of North Georgia

Steven Bagley*
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University of Pittsburg

Nick Reffuge*
Heather Abrams*
Brianna Hopper
Abigael Siecinski
Chase Deihl

University of South Carolina

Katie Annan*
Ryleigh Waiters
Megan Austin
Samantha Begin
Mackenzie Long
Kiley Hurst
Bette Needle

**University of South Carolina-
Aiken**

Will Wright*
Carson Williams
Madison Ayers
Hannah Barker
Mercedes Holmes

**University of Southern
Mississippi**

Austin McDonald*
Laurie Benvenuti*
Beth Cunningham
Ramsey Thrasher
Ian Vowell
Julia Bishop
Angel Lovett
Holly Elmore

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Lauren Goldberg*
Maggie Keene*
Ashley Rohr
Maggie Sparks
Brookes Leftwich
Will Scott

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Amanda Jengo*
Aubrey Adams

University of Wisconsin-River Falls

Jon Krey*
Nick McGrath

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Chad Johnson*
Sara Turnbull
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Sara Ouassari
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Maria Zambrano
Denise Rodriguez

Weber State University

Lauren Mason*
Julia Krey*
Hayden Bickley
Dawn Gross
Jared Nilson
Reagan Tidwell

West Virginia University

Brandi Underwood*
Isaac Portillo
Mateah Kittle
Mia Antinone
Ryan Minnigh
Michael Quintan

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Western Kentucky University

Ashlee Manley*
Sam Fugate
Liam Wilson
Savannah Molyneaux
Valentina Pinilla
Haley Roedder
Marlee Barrett

Westminster College (PA)

Andria Alessio*
Christen Snyder

Whittier College

Isaiah Sneed*
Megan Poston*
Katie Engle
Audrey Baran

Wichita State University

Jessica Kyle*
Cynthia Matson
Austin Nordyke
Skylar Russell
Samuel Schmidt

Xavier University of Louisiana

Khyllir Patton*
Bryan Cooper*
Maliah Mayweather

Yale University

Nancy Franco*
Louis DeFelice
Onyx Brunner

*Professional Staff

SDI All-Stars

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 **2019 CIVSA SDI All-Star Team** soon!

Conference Schedule

Thursday, January 3, 2019

2:00-8:00p	Check In and Info Desk	2 nd Floor
6:30-7:00p	Informal Meet-Up	Buckingham
7:00p	Dinner on Your Own	

Friday, January 4, 2019—School Spirit Day

8:00a-5:00p	Check In and Info Desk	2 nd Floor
9:00a-12:00p	Student Lounge Open	Buckingham
9:00a-12:00p	Mock Interviews & Resume Reviews	Wynfrey D
9:00a-12:00p	Campus Tours (2 hours) <i>Departing at 9am and 10am</i>	University of Alabama Birmingham <i>Meet in Hotel Lobby</i>
10:00-10:45a	Zumba	Ivory's
12:00-1:00p	Lunch on Your Own	
1:00-5:00p	Student Lounge Open	Buckingham
1:00-4:00p	Mock Interviews/Resume Reviews	Wynfrey D
1:00-4:00p	Campus Tours (2 hours) <i>Departing at 1pm and 2pm</i>	University of Alabama at Birmingham Birmingham—Southern College <i>Meet in Hotel Lobby</i>
2:00-2:45p	Zumba	Ivory's
5:00-5:30p	Conference Welcome <i>Karen Moser, SDI Conference Chair The University of Texas at Arlington</i> <i>Laura Stansell, CIVSA President University of Tennessee</i>	Wynfrey Ballroom ABC
5:30-6:20p	Students: Small Groups Advisors: Round Tables	Locations on Page 30 Locations on Page 31
5:30-9:00p	CIVSA Info Desk Open	2 nd Floor

6:30-8:00p	Dinner and Opening Speaker	Wynfrey Ballroom ABC
	<i>Tyler Peterson, Keynote Speaker Executive Director of Admissions, Financial Aid, & Scholarships University of Alabama at Birmingham</i>	
	Brittney Joyce and Jeff Kallay <i>Render</i>	
9:00-10:00p	CIVSA Student Film Festival at SDI	Wynfrey Ballroom ABC
9:00p	Advisor Social	Hotel Bar

Saturday, January 5, 2019—80s Day!

8:00a-8:00p	CIVSA Info Desk Open	2nd Floor
9:00-9:50a	Educational Breakout Session 1 <i>Abstracts and educational tracks located on page 17</i>	
	A Day in the Life: University of Maryland's Terp for a Day Visit Program	WyndSOR II
	Office Gardening: Picking Candidates in a Group Interview	Wynfrey E
	Add This to Your Toolbox: Professionalism	Riverchase B
	So You Think You Can Trailblaze?	Ivory's
	The Banana Effect: Reevaluating Diversity and Inclusion Strategies in Your Program	Riverchase A
	5 Tricks to Unlocking You and Your Team's Creative Genius	Wynfrey D
	Advisor Track Session: CIVSA 1.0	Yorkshire
10:00-10:50a	Educational Breakout Session 2 <i>Abstracts and educational tracks located on page 17</i>	
	Advance to GO, Collect \$200! Using Monopoly to Motivate Tour Guides	WyndSOR II
	A-List Ambassadors Become A-List Innovators	Wynfrey E

	Don't Pull the Plug: Technology's Role in Diversifying the Campus Visit Experience	Ivory's
	Five Minutes to Win It: How five Minutes can change your tour game Forever	Riverchase A
	The Difficult Questions: How to Effectively Handle and Prevent Challenge Admissions Questions	Riverchase B
	Steering the Conversation: the Ohio State Model of Engagement	Wynfrey D
	Advisor Track Session: Managing Up for Better Bosses	Yorkshire
11:00-11:50a	Educational Breakout Session 3 <i>Abstracts and educational tracks located on page 17</i>	
	Getting the Inside Scoop	WyndSOR II
	House Hunters: How to Turn Your Work Space into a Home	Yorkshire
	Incorporating Social Activism Into Student Leadership	Wynfrey E
	Selling My Truth through Tours	Ivory's
	Walk It Like I Talk It	Riverchase B
	When You Think you've Heard It All: Answering Tough Questions On Tours	Riverchase A
	Advisor Track Session: Surviving The Dreaded Student Affairs Burnout Factor	Wynfrey D
12:00-1:20p	Lunch	Riverchase Galleria Mall
1:30-2:20p	Students: Small Groups & Swag Swap Advisors: Special Session	Locations on Page 30 Wynfrey D

2:30-3:20p

Educational Breakout Session 4

Abstracts and educational tracks located on page 17

Bringing the World to Birmingham: Take a Sip of Diversi-Tea	Ivory's
Game of Phones	Riverchase B
How to be the Beyoncé and Jay-Z Of Your Tour: The Importance of Tour Guide Chemistry	Riverchase A
More Than a Tour Guide	Wynfrey E
MythBusters: Dispelling Misconceptions about Your University	Wynfrey D
Advisor Track Session: The State of The Campus Visit	Yorkshire

3:30-4:20p

Educational Breakout Session 5

Abstracts and educational tracks located on page 17

Ambassadors Assemble: Creating a "Marvel"ous Tour	Ivory's
Connectivity with Guests	Riverchase A
Inspiring a Generation: Reshaping Higher Education through Early Childhood Campus Tours	WyndSOR II
It's 2k18 and Time for Some #BigHeartEnergy in the Workplace	Riverchase B
Star Tours: The Training Strikes Back	Wynfrey E
5 Tricks to Unlocking You and Your Team's Creative Genius	Wynfrey D
Advisor Track Session: Baby Come Back: How to Effectively Retain Your Tour Guides	Yorkshire

4:30-5:20p

Educational Breakout Session 6

Abstracts and educational tracks located on page 17

A Day in the Life of a Johnnie!	Ivory's
A First Step in a New Direction	Wynfrey E

Building Your Training Powerhouse	Wynfrey D
It Ain't About the Money: Running a Volunteer Tour Guide Program	Riverchase B
New Kids on the Block: The Value of the Freshman Experience	Riverchase A
Order Up! Community Engagement With a Side of FUN!	WyndSOR II
Advisor Track Session: Creating a Tour Guide Team: Cohesion, Recognition, Training, & Development	Yorkshire

5:30-7:00p Dinner, Awards & Closing Speaker Wynfrey Ballroom ABC

Tom Krieglstein, Keynote Speaker

8:00-10:00p 1980s Prom Closing Party Wynfrey Ballroom ABC

Session Abstracts

Education Breakout Sessions 1

9:00-9:50a

A Day in the Life: University of Maryland's Terp For A Day Visit Program

Wyndsor II

Track: Ambassador and Tour Guide Training

University of Maryland | Public Institution | Institution Size: 30,000+

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

Come learn about University of Maryland's Terp For A Day (TFD) Visit Program. From the logistics to implementation, this session will give you insight on how TFD's are organized to ensure that prospective students have the best possible time while visiting campus. We will cover how to make tour guides excited to host students and feel as though they can just go about their normal day. At the end of the day, a guide who is excited to host a student will give them the best experience possible, making the prospective student excited about the university as a whole!

Office Gardening: Picking Candidates in a Group Interview

Wynfrey E

Track: Ambassador and Tour Guide Training

Pepperdine University | Private Institution | Institution Size: Under 5,000

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

Before a harvest season, a proactive gardener prepares their land. If you are the gardener your admissions office is the land, how are you preparing? Pepperdine University's Office of Admission begins each recruitment season by bringing on a new class of student workers. In order to hire a passionate, driven, and diverse team, our office has adopted a group interview round in the hiring process. Discover the pros and cons to this method as we explore the stages of our dynamic interview approach.

Add This to Your Toolbox: Professionalism

Riverchase B

Track: Leadership and Professional Development

University of South Carolina | Public Institution | Institution Size: 30,000+

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

The Professional Development program within the University of South Carolina's University Ambassador organization strives to promote continuous learning for members through innovative training techniques and creative content. Our Ambassadors who embody many diverse backgrounds and cultures can attest to the value this aspect adds to their daily responsibilities, and further – the Carolina Community. University Ambassadors teaches skills that are not only applicable for tour guides, but will benefit them in years to come.

So You Think You Can Trailblaze?

Ivory's

Track: Ambassador and Tour Guide Training

Coastal Carolina University | Public Institution | Institution Size: 10,000-20,000

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

This session will discuss the vitality of volunteers and their journey of becoming a Teal Trailblazer. Becoming a volunteer allows potential hires to get acclimatized to the Office of Admissions, here at Coastal Carolina University. They are partnered with a tour guide, and shadow their job responsibilities. Then we'll discuss the recruitment, hiring and training process. What makes our program unique is that we are one of the highest paid positions on campus, and is highly sought out. In addition the environment of family that is embedded in our training through leadership and accountability is imperative for tour guide success.

The Banana Effect: Reevaluating Diversity and Inclusion Strategies in your Program

Riverchase A

Track: Diversity and Social Justice

American University | Private Institution | Institution Size: 5,000-10,000

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

After the racist display of bananas hanging from a tree attached by a rope noose with the letters AKA, referencing the first historically black organization our new student body president was in, the American University's (AU) policy toward diversity and combating racism changed, so our program needed to as well. Join the AU Ambassadors as they explain what their program's diversity and inclusion strategies were like before and after a hate crime that put their school on the national stage. Learn how your school's program can adopt new strategies in an intensely changing political world.

5 Tricks to Unlocking You & Your Team's Creative Genius

Wynfrey D

Track: Leadership and Professional Development

Tom Krieglstein, Founder of Swift Kick and The Student Affairs Collective

Creativity is a muscle that needs development just like any other muscle in your body. Once you know the best exercises to flex your creative muscle, you'll be generating genius ideas on a regular basis. If you keep hearing the same ideas over and over again, come to this session and discover five tricks to unlocking you and your team's creative genius!

Advisor Track Session: CIVSA 1.0

Yorkshire

Rob Patterson, CIVSA President-Elect, Middle Tennessee State University

Jon Augustyn, CIVSA Annual Conference Co-Chair, Cornell University

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!

Education Breakout Sessions 2

10:00-10:50a

Advance to GO, Collect \$200! Using Monopoly to Motivate Tour Guides

WyndSOR II

Track: Leadership and Professional Development

Albion College | Private Institution | Institution Size: Under 5,000

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

This session will give an overview of how we restructured our program into tour guide teams using Monopoly as our common language. Tour guide leaders conduct biweekly meetings with their team, with each session surrounded around a different monopoly theme (such as the Community Chest or Chance cards). Here we will explain how this structure creates community, accountability, and consistency within our program.

A-List Ambassadors Become A-List Innovators

Wynfrey E

Track: Leadership and Professional Development

Weber State University | Public Institution | Institution Size: 20,000-30,000

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

A standard is a level of "norm" until we cultivate within ourselves and teams to seek out a new standard of leadership and professional development. When we continue to live at a "norm", we lack progression. Inspired from the 5s Lean Practice, Edgar Dale's Cone of Experience and going beyond the basics of professional networking, this presentation will transition you from an A-List Ambassador to an A-List Innovator. These ideas apply to any team, work environment and future career path. Utilizing quotes, research and published articles we bring to light key concepts that are often overlooked.

Don't Pull the Plug: Technology's Role in Diversifying the Campus Visit Experience

Ivory's

Track: Diversity and Social Justice

Lynn University | Private Institution | Institution Size: Under 5,000

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

Within one of the world's more economically unequal societies, Florida is shown to hold one of the worst imbalances across the nation. Increasingly, technological advances are attributed to the pronounced imbalances, with those on the lower levels lacking the appropriate opportunities to succeed. To combat the growing issue of distribution, Lynn provides iPads and other innovative resources to each student, embracing diversity and cultivating awareness from the outset. These iPads are implemented in our campus visit process from the moment a prospective student steps onto campus and throughout their tour, clearly displaying how innovation plays a key role at our university.

Five Minutes to Win it: How five minutes can change your tour game forever.

Riverchase A

Track: Tour Skills

Utah Valley University | Public Institution | Institution Size: 30,000+

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

Quick! What are you going to do with the first 5 minutes of your tour? How about the last? These precious seconds are the most crucial to prospective students overall experience. Let us get you started by bringing all the wild cards of a tour to the table and teaching you, the player, the strategy for turning them into a winning hand. You have 5 minutes, let's win it. The game starts NOW!

Steering the Conversation: the Ohio State Model of Engagement

Wynfrey D

Track: Ambassador and Tour Guide Training

The Ohio State University | Public Institution | Institution Size: 30,000+

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

Messaging is the sole focus of giving tours! Come hear about how it applies both externally to guests and internally to staff. We will focus on both positive spin and storytelling, two imperative external points. Internally, the focuses will be our new hire training process and communication between our leadership and our staff. They say a chain is only as strong as its weakest link, which is why Ohio State facilitates a strong new hire program, gearing them towards success while facing difficult questions and personalizing each tour for our guests.

The Difficult Questions: How to Effectively Handle and Prevent Challenging Admissions Questions

Riverchase B

Track: Ambassador and Tour Guide Training

Cornell University | Private Institution | Institution Size: 20,000-30,000

Number of Ambassadors: 70+ | Paid/Unpaid: Both-some are paid; others are volunteer

Questions aimed at student admissions representatives from eager visitors have grown in complexity as rapidly as the competitiveness of the institutions they represent. Student tour guides and admissions ambassadors are commonly faced with difficult, and at times, unanswerable questions from audiences of all sizes. This session provides ten actionable steps to respond effectively to challenging admissions questions, regardless if they're asked individually or in front of hundreds on stage.

Advisor Track Session: Managing Up for Better Bosses

Yorkshire

Julee Mitsler, CIVSA board member

We spend so much time focusing on the people we supervise, but what about managing our own supervisors? This session will talk about managing up - what it is? Why it's important? How to do it? Suggestions for easing challenges that can arise.

Education Breakout Sessions 3

11:00-11:50a

Getting the Inside Scoop

Wyndsor II

Track: Leadership and Professional Development

Appalachian State University | Public Institution | Institution Size: 10,000-20,000

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

Email after Email. Text after text. Spreadsheet links here, Google Docs there. Managing information about your organization, to-dos, upcoming events, and signups is a job within itself. What if all this information could be simplified and put in one place? Come see how the Appalachian Student Ambassadors have created and mastered their very own website that only their members can view. This immediate avenue of information allows members to know what's happening, sign-up for shifts, and mark their calendar for upcoming events - all in one place without sifting through emails.

House Hunters: How to Turn Your Work Space into a Home

Yorkshire

Track: Ambassador and Tour Guide Training

Georgia State University | Public Institution | Institution Size: 30,000+

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

From treehouses to beachfront cabanas, and mansions to tiny houses - everyone's home looks different. We all know it's not a house that makes a home, but the people living inside. Let us help you implement new and fresh ideas to foster long-lasting relationships with your fellow tour guides. No matter the size of your ambassador program or office structure, this presentation will inspire you to make your work space feel like a home away from home.

Incorporating Social Activism into Student Leadership

Wynfrey E

Track: Diversity and Social Justice

Portland State University | Public Institution | Institution Size: 20,000-30,000

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

As student leaders, it is our responsibility to create an environment where every person has the opportunity to succeed. This mission requires us to acknowledge the social and financial disparities that are present in our education system, and be active in dismantling those systems and forming meaningful connections with all students. Being a leader requires cultural competency and a dedication to representing all students, regardless of their background. It is not enough to not be racist or homophobic, we must be anti-racist and anti-homophobic and be actively taking steps to make sure that all students can thrive and be successful in their own way.

Selling My Truth through Tours

Ivory's

Track: Ambassador and Tour Guide Training

The University of Southern Mississippi | Public Institution | Institution Size: 10,000-20,000

Number of Ambassadors: 70+ | Paid/Unpaid: Both-some are paid; others are volunteer

We will focus on teaching and developing effective and intentional communication in students through their training process. We will prioritize two main areas: communication styles and appreciating differences. The first segment will express how we train our tour guides to better understand how to effectively communicate. We utilized methods such as communication models and personality evaluations. We created opportunities for students to realize their individual strengths, and how those can contribute to their success as recruiters. The second segment will narrow into how we taught the skill of effectively communicating the value of an experience to any prospective student, regardless of demographic or personality.

Walk It Like I Talk It

Riverchase B

Track: Tour Skills

Appalachian State University | Public Institution | Institution Size: 10,000-20,000

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

Want to know how to streamline group tours? How to host thousands of people on campus in one day? Well, we've got answers for you! The Appalachian Student Ambassadors are more than tour guides. Come learn about the standards and expectations of our ambassadors and all the elements that help us give personable and informative tours. You'll hear from our Tour Coordinator on how she helps manage tour shadowing, scheduling group tours, and juggling many other roles and responsibilities.

When You Think You've Heard It All: Answering Tough Questions on Tours

Riverchase A

Track: Tour Skills

West Virginia University | Public Institution | Institution Size: 30,000+

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

WVU is often labeled as a party school due to rankings from different media outlets, which is a stigma that we're constantly battling and has proven difficult to shake. Tour guides often carry the burden of this type of question because they are often the first contact families have with the university. It is important for tour guides to remain calm and professional when answering what may be seen as a tough question, and follow a systematic approach of acknowledging the family's concern, answering the question sincerely, and pivoting the subject to a positive alternative.

Advisor Track Session: Surviving the Dreaded Student Affairs Burnout Factor

Wynfrey D

Tom Krieglstein, Founder of Swift Kick and The Student Affairs Collective

There comes a moment in every Student Affairs professional's career when it's 1am and three students are still in the office and you know you have to be back at school the next morning. How can you keep going? Those who figure out how to survive the dreaded Student Affairs burnout factor go on to amazing and successful careers in higher education. In this session, we'll outline the key to helping you better manage the high level of pressure within Student Affairs and ultimately remain happy as you soar to new professional heights.

Education Breakout Sessions 4

2:30-3:20p

Bringing the World to Birmingham: Take a Sip of Diversi-Tea

Ivory's

Track: Diversity and Social Justice

The University of Alabama at Birmingham | Public Institution | Institution Size: 10,000-20,000

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

Diversity makes UAB a global campus by bringing the world to UAB. This diversity fosters a sense of community throughout UAB, and students experience a more tight-knit student body that celebrates differences while still empowering individuals. UAB is enriched by the many expressions of diversity present, whether race, beliefs, or personal backgrounds. The UAB Trailblazers are also influenced by diversity because the team is made up of people from different places, with different majors and with different beliefs. This diversity allows for connections to be made with prospective students from all walks of life as they begin their college journey.

Game of Phones

Riverchase B

Track: Leadership and Professional Development

Northeastern University | Private Institution | Institution Size: 10,000-20,000

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

We all know that one kid in the back of the tour who hasn't bothered to peel their face away from their phone screen for the past 45 minutes. With a new generation of students growing up surrounded by a media boom, Universities are forced to keep pace and expand their horizons into a virtual realm. From a web based presence, to social media, to the future science fiction warned us about, this presentation aims to demonstrate how to leverage these different platforms to help target a new generation of prospective students and families.

How to be the Beyoncé and Jay-Z of your tour: The importance of tour guide chemistry.

Riverchase A

Track: Tour Skills

Western Kentucky University | Public Institution | Institution Size: 20,000-30,000

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

In this session, we are going to discuss the behind-the-scenes aspect of giving a tour: the necessary chemistry between tour guides. Tour guides are often paired to give one, singular tour, which can be tough if they aren't on the same page for both the information and simply how the other works. There are certain suggestions when pairing tour guides that we believe make for a better tour, such as a wide range of knowledge surrounding different programs and extracurricular activities. Additionally, we plan to discuss other important characteristics of paired tour guides that benefit both the tour guests and the guides.

More Than a Tour Guide

Wynfrey E

Track: Ambassador and Tour Guide Training

James Madison University | Public Institution | Institution Size: 20,000-30,000

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

Is your organization struggling to find an identity beyond tours? Show prospective students and guests you are more than "just tour guides"! JMU Student Ambassadors fosters an environment where tour guides are encouraged to explore their passions on campus. By sharing their other unique experiences and involvements and those of their peers, JMU Ambassadors create a personal tour for all. Learn how to be an organization that brings together students leaders from all over campus. Recruit well-rounded applicants, keep members engaged and personalize tours. You are you that is truer than true, there is no tour guide quite like you!

MythBusters: Dispelling Misconceptions about Your University

Wynfrey D

Track: Tour Skills

Georgia State University | Public Institution | Institution Size: 30,000+

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

We all know how detrimental rumors can be in our personal lives, but on tour, even the most harmless rumors can make or break the experience for our guests. As tour guides it is our duty to shed light on the urban legends and misconceptions about our University that guests may bring our way. Join us as we show you the method to dispel any myth about your university and become an expert MythBuster.

Advisor Track Session: The State of the Campus Visit

Yorkshire

Brittney Joyce, RENDER Senior Consultant

Jeff Kallay, RENDER Principal

It's 2019 and the campus visit has a new host of challenges: GenZ students with anxiety, GenX parents who distrust, an Ambassadors/Guides' new mindset, and guests with short attention spans and have exacting wants/requests. Render Experiences campus visit consultants will share observations, trends, best practices and take your questions.

Education Breakout Sessions 5

3:30-4:20p

Ambassadors Assemble: Creating a “Marvel”ous Team

Ivory's

Track: Ambassador and Tour Guide Training

Lynn University | Private Institution | Institution Size: Under 5,000

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

Working in the Office of Admission, everyone is bound to take on great responsibilities. The question is: How do we use our skills to enhance the team we work with and tasks that need to be completed? Last year Lynn University created the Student Admission Ambassador Leadership Team (SAALT) where there is a group of leaders to oversee both ambassadors and specific department tasks.

Connectivity With Guests

Riverchase A

Track: Tour Skills

Michigan State University | Public Institution | Institution Size: 30,000+

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

Discuss the importance of connectivity with guests while they are visiting campus. From the moment they sign up to the check-in process, the tour, and when they leave our campus. Share changes and implementations that have been made to the connectivity process. Explore the importance of breaking the ice at events and spending time with every individual guest on tour. Use statistics and exercises to show how easy and effective greeting and mingling can be implemented and executed in any tour program

Inspiring a Generation: Reshaping Higher Education through Early Childhood Campus Tours

WyndSOR II

Track: Diversity and Social Justice

University of California, Los Angeles | Public Institution | Institution Size: 30,000+

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

UCLA Cub Tours is an innovative, volunteer-based organization nested within UCLA's Office of Undergraduate Admission. Through a carefully designed incentive program called "Spotlight Points", as well as an established sense of comradery and purpose, we require our 80 tour guides to give one tour per week to students between Kindergarten and 8th grade. Our tour route is specifically adapted to encourage young students to pursue higher education, through a combination of campus myths, admissions information, and interactive stories. This past year, we gave tours to over 18,000 students, 70% of whom participate in the Free or Reduced Lunch program and 85% students of color.

It's 2k18 and Time For Some #BigHeartEnergy in the Workplace

Riverchase B

Track: Leadership and Professional Development

University of Houston | Public Institution | Institution Size: 30,000+

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

If you Google "language of care", you'll see results relating to language of care of patients in the health profession, but why just limit it there? Come learn how our Leadership Council has adapted a philosophy of using "language of care" when interacting with each other and fellow Ambassadors. By shifting to this philosophy, our organization has created a culture of open appreciation, vulnerability, and development rather than menial punishments or direction. Because of this, our Ambassadors feel more appreciated, have a bigger sense of self-worth and purpose, and have become more motivated in not only in their tours, but in their daily lives.

Star Tours : The Training Strikes Back

Wynfrey E

Track: Ambassador and Tour Guide Training

University of California, Irvine | Public Institution | Institution Size: 30,000+

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

Welcome aboard everyone! We'll be taking a trip through the galaxy to explore the University of California, Irvine's Campus Representative Training Program. Campus Representatives partake in Campus Tours and College Outreach all over the galaxy. Our Representatives undergo a rigorous training procedure comprising of diversity workshops, public speaking tutorials, and reinforcement activities all in a classroom setting. Sit back, fasten your seatbelt, and make sure to keep all arms, legs, tentacles, and appendages inside the spaceship at all times. Get excited to come and visit the friendliest Campus Representatives in the entire galaxy.

5 Tricks to Unlocking You & Your Team's Creative Genius

Wynfrey D

Track: Leadership and Professional Development

Tom Krieglstein, Founder of Swift Kick and The Student Affairs Collective

Creativity is a muscle that needs development just like any other muscle in your body. Once you know the best exercises to flex your creative muscle, you'll be generating genius ideas on a regular basis. If you keep hearing the same ideas over and over again, come to this session and discover five tricks to unlocking you and your team's creative genius!

Advisor Track Session: Baby Come Back: How to Effectively Retain Your Tour Guides

Yorkshire

Aisha Regan, Coordinator of Transfer Recruitment & Events, University of Alabama at Birmingham

Do you have frequent turnover of student tour guides? Regardless of your institution's size, the impact of your tour guides significantly contributes to your institution's enrollment goals. How do you emphasize the value of your students while ensuring their investment in the university's enrollment goals? Attend this session as we discuss the importance of doing whatever it takes to recruit and retain a group of diverse, talented and committed tour guides.

Education Breakout Sessions 6

4:30-5:20p

A Day in the Life of a Johnnie!

Ivory's

Track: Tour Skills

St. John's University | Private Institution | Institution Size: 10,000-20,000

Number of Ambassadors: 70+ | Paid/Unpaid: Both-some are paid; others are volunteer

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 overnight. We are given the opportunity to showcase our experiences in hopes that the prospective student will choose to enroll at our institution. At St. John's University, we are tasked with the opportunity to experience a day in the life of a Johnnie. Students are able to come and spend a night and attend class with their host. This presentation will take you through our event and planning process.

A First Step In A New Direction

Wynfrey E

Track: Ambassador and Tour Guide Training

Middle Tennessee State University | Public Institution | Institution Size: 20,000-30,000

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

Following our first year with a brand new Tour Guide hiring process and training process, we now ask what went right and what went wrong? This session will explore the lessons learned when two new processes were implemented on a Tour Guide staff composed of nearly 50 veteran and rookie Tour Guides.

Building your Training Powerhouse

Wynfrey D

Track: Ambassador and Tour Guide Training

University of Houston | Public Institution | Institution Size: 30,000+

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

At the University of Houston, we are the house innovation built, a powerhouse in all respects. The Ambassador program has a training powerhouse with robust evaluations, standards, and processes. Training programs can be strong, but they are only as strong as the tools they use. A foundational tool we utilize is Google Classroom - a learning management systems that allows us to make training more personal and social. With continuous delivery of fresh information, we are able to teach, engage with, and benchmark our ambassador team. With the use of Google Classroom, we have been able to speed up the tour testing process.

It Ain't About The Money: Running a Volunteer Tour Guide Program

Riverchase B

Track: Ambassador and Tour Guide Training

California Lutheran University | Private Institution | Institution Size: Under 5,000

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

Let's face it, we all love a good wad of straight #cashmoney. Motivating people to do something is a lot easier to do when there's paycheck involved. But how do you motivate an entire program of volunteer tour guides? The key is finding social currency greater than money. In this session we'll walk through what that looks like - whether that's the spirit of friendly competition between tour guides, personalized tour guide merch, or simply instilling the pride of being the face of a university. Find out how to inspire your tour guides from the inside out!

New Kids on the Block: The Value of the Freshman Experience

Riverchase A

Track: Tour Skills

Presbyterian College | Private Institution | Institution Size: Under 5,000

Number of Ambassadors: 50-70 | Paid/Unpaid: Both-some are paid; others are volunteer

After surveying the unique qualities of the Presbyterian College Stirlings program, we have found that the value we place in the perspective of freshman tour guides is an aspect of the program that makes our tours stand out. The freshman perspective provides an authentic glimpse into campus life, the admissions process, and how to navigate the transition to college. Our presentation will address the stigmas surrounding freshman serving as guides, the benefits of having freshmen on staff, how to take advantage of the freshmen experience effectively, and the benefits to the freshmen who serve as student ambassadors.

Order up! Community Engagement With a Side of FUN!!

WyndSOR II

Track: Leadership and Professional Development

University of Minnesota Rochester | Public Institution | Institution Size: Under 5,000

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

Ambassadors who are involved in service projects serve as better university representatives. A knowledgeable ambassador can paint a more detailed picture of campus, but going beyond the tour and engaging multiple student organizations in one project is not easy. In this session, you will learn how The Philanthropy Team of UMR Ambassadors collaborated with students and professionals to enhance peer relationships, exercise leadership skills, and impact the greater Rochester community. We will highlight logistics, successes and challenges, and consider future goals for making this an annual event. We will then discuss initiatives you can take to lead a service project on your own campus.

Advisor Track Session: Creating a Tour Guide Team: Cohesion, Recognition, Training, & Development

Yorkshire

Laura Stansell, CIVSA President

A successful campus visit program is one whose Tour Guide team works together flawlessly. At The University of Tennessee, we like to think of our Tour Guide team as a family, and we put in a lot of work to make sure our Tour Guides know how much they are appreciated. Come hear about the many ways we ensure cohesion for our team, using a fun and engaging workplace, methods of appreciation and recognition, and leadership development opportunities.

Conference Speakers



Tyler Peterson | Opening Keynote Speaker

Executive Director of Admissions, Financial Aid, & Scholarships
University of Alabama at Birmingham

Tyler Peterson has a passion for creating high-performing, effective leadership teams that create positive results. As a consultant for Impact Training and Consulting, he is recognized for his work with organizations focused on leadership development, navigating conflict, creating cultures of trust, and increasing effective communication. Tyler's success with leaders is due to his ability to connect quickly with clients, demonstrate the application of best-practices in the workplace, and his desire for continuous improvement. As the Executive Director of Admissions, Financial Aid, and Scholarships for the University of Alabama at Birmingham, Tyler leads by example and has created a culture of trust and innovation with teams he leads. Since 2015, he has facilitated the new student enrollment growth from 1600 students to 2400 in just 3 short years. With a Bachelor's degree in Marketing from Auburn University and an M.B.A from Troy University, he also serves as an adjunct professor for UAB's Collat School of Business. Tyler is currently pursuing his Doctorate from The University of Southern California in Organizational Change and Leadership.

Tom Krieglstein | Closing Keynote Speaker

Tom is an award-winning speaker and writer on increasing student engagement and fostering student retention. He has worked with over 550 schools worldwide through his leadership program, Dance Floor Theory. Tom has gone from successful internet entrepreneur of a \$1.5 million dollar company at 21 years old to five-time "Campus Speaker of the Year." As the founder of Swift Kick and The Student Affairs Collective, Tom has dedicated his life to training campus leaders on how to create a culture of engagement where every student feels welcomed, connected and engaged. He also co-authored six student affairs books, including his Amazon.com award winning book *First Year Student to First Year Success* and is a co-host for the popular Student Affairs Spectacular podcast. And on a personal note, Tom lives in New York City and loves peanut butter.



Small Group Connections

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!

Group Name	Room Location
Back to the Future	Wyndor II
Beetlejuice	Ivory's
Bill & Ted's Excellent Adventure	Wynfrey D (Friday)/Devon (Saturday)
The Breakfast Club	Riverchase B
Caddyshack	Winston's (Friday)/Wynfrey E (Saturday)
Ferris Bueller's Day Off	Dorset
Footloose	Wynfrey E (Friday)/Cornwall (Saturday)
Ghostbusters	Wyndor II (Friday)/Ivory's (Saturday)
The Goonies	Yorkshire (Friday)/Wyndor II (Saturday)
Gremlins	Ivory's (Friday)/Winston's (Saturday)
Honey, I Shrank the Kids	Wynfrey E (Friday)/Berkshire (Saturday)
The Karate Kid	Riverchase A
The Neverending Story	Riverchase B
The Princess Bride	Winston's (Friday)/Avon (Saturday)
Purple Rain	Yorkshire
Sixteen Candles	Riverchase A
The Terminator	Wynfrey D (Friday)/Hampshire (Saturday)

**Group names will be indicated on your name tag!

Advisor Round Tables

Advisor Round Tables

While students are meeting with their small groups on Friday evening, professional staff members have the opportunity to participate in informal round table discussions with CIVSA colleagues from around the country. The conference planning committee has come up with the following “hot topics”, based on feedback from the Pre-Conference Survey. Advisor Round Tables are not moderated, so the conversation is driven by participants. Please select a topic that interests you and enjoy chatting with like-minded campus visit professionals.

Topic	Room Location
Balancing Admissions and Tour Guides	Suffolk
Balancing Admissions and Tour Guides	Somerset
Balancing Admissions and Tour Guides	Norfolk
Tour Guides and Diversity/Social Justice	Hampshire
Retaining Tour Guides	Devon
Incentives and Motivation for Tour Guides	Cornwall
Tour Guide Training Tips/Tricks	Berkshire
Tour Guide Recruitment and Hiring	Avon

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Building campus
visit experiences
that connect

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 guide, campus aesthetic, memorabilia and more- we help impact and influence *how you make guests feel*.

Experience Birmingham

HOOVER, AL EATS

Inside/Near Riverchase Galleria

Bonefish Grill open M-Th: 4-10p; F-Sat: 11a-11p; Sunday: 10a-9p
Hoover, Alabama's local seafood destination.

Auntie Anne's open 10a-9p
Salty, savory, sweet or tangy, Auntie Anne's pretzels are rolled by hand, baked to a golden brown.

Starbucks open M-S: 6:30a-9:30p; Sunday: 9a-6:30p
Coffee, pastries, and confections.

Olive Garden open M-Th: 11a-10p; F-Sat: 11a-11p; Sunday: 11a-10p
Delicious Italian food and great family atmosphere.

Chick-fil-A open 9a-11p
Assorted chicken sandwiches and fresh salads plus signature waffle potato fries and fresh squeezed lemonade.

Dave and Busters open M-Sat: 10a-9p, Sunday: 12-6p
All-American menu, arcade, and sports!

Kelly's Cajun Grill open M-Sat: 10a-9p; Sunday: 10:30a-6:15p
Home of World Famous Bourbon Chicken. Serves delicious, authentic-style Cajun food.

Outback open M-S: 10a-9p; Sunday: 12-6p
Australian-themed American casual dining.

Other Hoover Options

Stix (3250 Galleria Cir, Hoover, AL 35244) open 11a-2p, 4:30-9:30p daily
Sushi, hibachi fare & other Asian dishes in a contemporary setting.

Moe's Southwest Grill (3670 Lorna Rd, Hoover, AL 35226) open Sun-Thurs: 11a-9p; Fri-Sat: 11a-10p
Counter-serve chain dishing up Southwestern staples from burritos to nachos in lively environs.

Jim 'N Nick's Bar-B-Q (1810 Montgomery Hwy, Hoover, AL 35244) open S-Th: 11a-9:30p, F-S: 11a-10:30p
Slow-cooked BBQ & cheese biscuits, plus burgers, salads & classic sides.

Chipotle (1759 Montgomery Hwy, Birmingham, AL 35244) open 10:45a-10p
Mexican fare, including design-your-own burritos, tacos & bowls.

Wing Zone (1694 Montgomery Hwy, Hoover, AL 35216) open S-Th: 11a-10p; F-S: 11a-11p
Casual counter-serve chain offering wings with an array of signature sauces & other fast fare.

Costa's Mediterranean (3443 Lorna Rd, Hoover, AL 35216) open 11a-8:30p
Easygoing restaurant serving Greek & Italian favorites, seafood & steak in roomy, simple surrounds.

The Fish Market (1681 US-31, Hoover, AL 35216) open Sun-Thurs: 11a-9p; Fri-Sat: 11a-10p
Popular pick for seafood with Cajun & Greek influences in a nautical-themed setting.

HOOVER, AL EXPEDITIONS

Riverchase Galleria (2000 Riverchase Galleria, Hoover, AL 35244) 9a-11p
Upscale, super-regional shopping mall.

Star Dome Comedy Club (1818 Data Dr, Hoover, AL 35244) hours vary, stardome.com
Stand-up comedians and occasional open-mic nights.

AMC Patton Creek 15 (4450 Creekside Ave, Birmingham, AL 35244)
Movie theatre.

Centre at Riverchase Shopping Center (1694 Montgomery Hwy, Hoover, AL 35216)
Shopping mall.

Experience Birmingham

AVONDALE, AL

Melt (4105 4th Ave S, Birmingham, AL 35222) open 11a-9:30p Mon.-Sat.
Our go-to for fancy grilled cheese sandwiches.

Post Office Pies (209 41st St S, Birmingham, AL 35222) open 11a-9p weekdays, 11a-12am weekends
The building literally used to be a local post office. Now it serves delicious wood-fired pizzas.

Wasabi Juan's (4120 3rd Ave S, Birmingham, AL 35222) open 11am-9p
Features self-proclaimed "Mexinese," a.k.a. sushi in burrito or taco form.

Big Spoon Creamery (4000 3rd Ave S #104, Birmingham, AL 35222) open 12-9p weekdays, 12-10p weekends
Artisan ice cream shop featuring seasonal flavors.

Saturn/Satellite (200 41st St S, Birmingham, AL 35222) hours vary by day
Space-themed coffee shop, bar, and music venue.

Sloss Furnaces (1236, 20 32nd St N, Birmingham, AL 35222) open 10a-4p
National historical landmark.

HIGHLAND PARK

Rojo (2921 Highland Ave, Birmingham, AL 35205) open 11a-12a
Can satisfy both your Latin and American food cravings. Get the guac. Just do it.

MOUNTAIN BROOK

Botanical Gardens (2612 Lane Park Rd, Birmingham, AL 35223) open 6a-6p
Free admission, free parking, and open 365 days of the year.

Olexa's (2838 Culver Rd, Mountain Brook, AL 35223) open 10a-4p
Birmingham's version of a European streetscape, complete with crepes, sandwiches, and pastries.

Brick and Tin (2901 Cahaba Rd, Mountain Brook, AL 35223) open 10:30a-9p
Local and sustainable ingredients.

Birmingham Zoo (2630 Cahaba Rd, Birmingham, AL 35223) open 9a-4p
The 122-acre zoo is home to almost 800 animals representing over 200 species, including many endangered species from six continents.

UPTOWN

Eugene's Hot Chicken (2268 9th Ave N, Birmingham, AL 35203) open 11a-9p
Birmingham's version of Nashville hot chicken.

Mugshots (2311 Richard Arrington Jr Blvd N #100, Birmingham, AL 35203) open 11a-12a
Famous for its specialty burgers. If you're brave, try the Anthony's Peanut Butter Burger.

Top Golf (1111 24th St N, Birmingham, AL 35234) open 9a-2a
Driving range + bowling alley style gaming = Top Golf.

Experience Birmingham

FIVE POINTS/SOUTHSIDE

Surin West (1918 11th Ave S, Birmingham, AL 35205) 11a-2:30p, 5-10:30p

Delicious Thai restaurant with particularly great lunch entrees and sushi specials.

5 Point Public House & Oyster Bar (1210 20th St S, Birmingham, AL 35205) open 11a-11p

Swanky gastro pub with a super cool vintage photo of Birmingham's 5 Points South from 1920 on the wall.

Vulcan Park and Museum (1701 Valley View Dr., Birmingham, AL 35209) open 10a-10p

The world's largest cast iron statue and the best view of downtown Birmingham.

Bottega Café (2240 Highland Ave, Birmingham, AL 35205) open 11a-10p

On one side is upscale Bottega; other side is the casual Bottega Cafe. Both are delicious Italian cuisine, just make sure you know which door you're looking for!

HOMEWOOD

Urban Cookhouse (1920 29th Ave S, Birmingham, AL 35209) open 10a-9p

Farm to fire to table casual cuisine.

Steel City Pops (2821 Central Ave #109, Homewood, AL 35209) open 12-10p

Flavors include fruity (think lime and strawberry lemonade) or creamy (like buttermilk or chocolate).

SoHo Social (1830 29th Ave S Ste 160, Homewood, AL 35209) 11a-10p

A creative take on American classics.

Kale Me Crazy (1831 28th Ave S suite 106, Homewood, AL 35209) 7a-8p weekdays, 9a-8p weekends

Self-titled a "super food cafe."

Farmbowl (2846 18th St S, Birmingham, AL 35209) open 7a-7p weekdays, 8a-7p weekends

Acai bowls, oatmeal bowls, smoothies, juices, and more.

Red Mountain State Park (2011 Frankfurt Drive Birmingham, AL 35211) open 7a-5p

Enjoy the outdoors with adventurous zip lining.

Little Donkey (2821 Central Ave #101, Homewood, AL 35209) open 11a-10:30p

Fresh, handmade Mexican cuisine.

Saw's BBQ (1008 Oxmoor Rd, Homewood, AL 35209) open 11a-8p

The original is located in Homewood, but feel free to venture to the Crestline area for Saw's Juke Joint, to Avondale for Saw's Soul Kitchen, or the UAB/Southside area for Saw's Southside.

DOWNTOWN

McWane Science Center (3117, 200 19th St N, Birmingham, AL 35203) open M-F: 9a-5p, Sat: 10a-6p, Sun: 12-6p

The state-of-the-art science center, aquarium, and 280-seat IMAX Dome Theater is housed in the historic and refurbished Loveman's department store building.

Birmingham Civil Rights Institute (520 16th St N, Birmingham, AL 35203) open 10a-5p

Large interpretive museum and research center that depicts the struggles of the Civil Rights Movement in the 1950s and 1960s.

John's City Diner (112 Richard Arrington Jr Blvd N, Birmingham, AL 35203) 11a-2:30p, 5-9:30p M-F, Sat: 5-9:30p

A modern diner serving a broad range of dishes, from chicken & waffles to crispy duck to three different versions of Not Your Mama's Macaroni & Cheese.

Taco Mama (707 Richard Arrington Jr Blvd S #103, Birmingham, AL 35233) open 11a-9p

Build your own tacos with a mountain of fresh, free toppings. FREE toppings, we said.

Experience Birmingham

The Pizitz Food Hall (3112, 1821 2nd Ave N, Birmingham, AL 35203) open 7a-10p
Global bites are served from a variety of stalls at this modern food hall in the Pizitz Building.

Railroad Park (1700 1st Ave S, Birmingham, AL 35233) open 7a-11p
Take a stroll through this scenic park and enjoy all the outdoors has to offer.

Birmingham Museum of Art (2000 Reverend Abraham Woods Jr Boulevard, Birmingham, AL 35203) open 10a-5p
One of the finest collections in the Southeastern United States, with more than 24,000 paintings, sculptures, prints, drawings, and decorative arts representing a numerous diverse cultures.

First Avenue Rocks (2417 1st Ave S, Birmingham, AL 35233) open 11a-9p
Rock and boulder climbing for the adventurous downtowner.

Ruffner Mountain (1214 81st St S, Birmingham, AL 35206) open 9a-4p
A 1,040 acre nature preserve.

Color Tunnel (1 14th St S, Birmingham, AL 35203) open 24 hours
An art installation turned into iconic photo spot.

Alabama Theatre (1817 3rd Ave N, Birmingham, AL 35203)
Built in 1927, this 2,500 seater theater is now an iconic historic landmark in Birmingham.

El Barrio (2211 2nd Ave N, Birmingham, AL 35203) open 11a-3p, 5-10p
Modern, multi-regional Mexican cuisine.

Lyric Theatre (1800 3rd Ave N, Birmingham, AL 35203)
Built in 1914 and restored in 2016, the Lyric is Birmingham's oldest theater.

Morris Avenue
A charming, historic cobblestone street, home to an 111-year old peanut-roasting facility, The Essential restaurant, and dozens of local retailers and businesses.



Collegiate Information & Visitor Services Association

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. 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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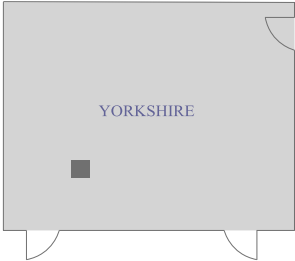
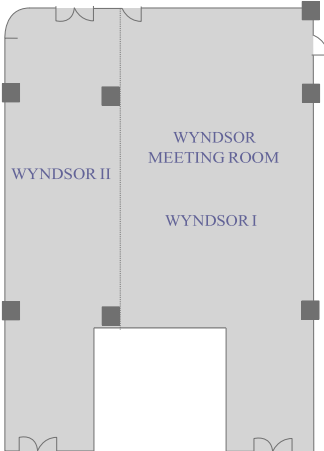
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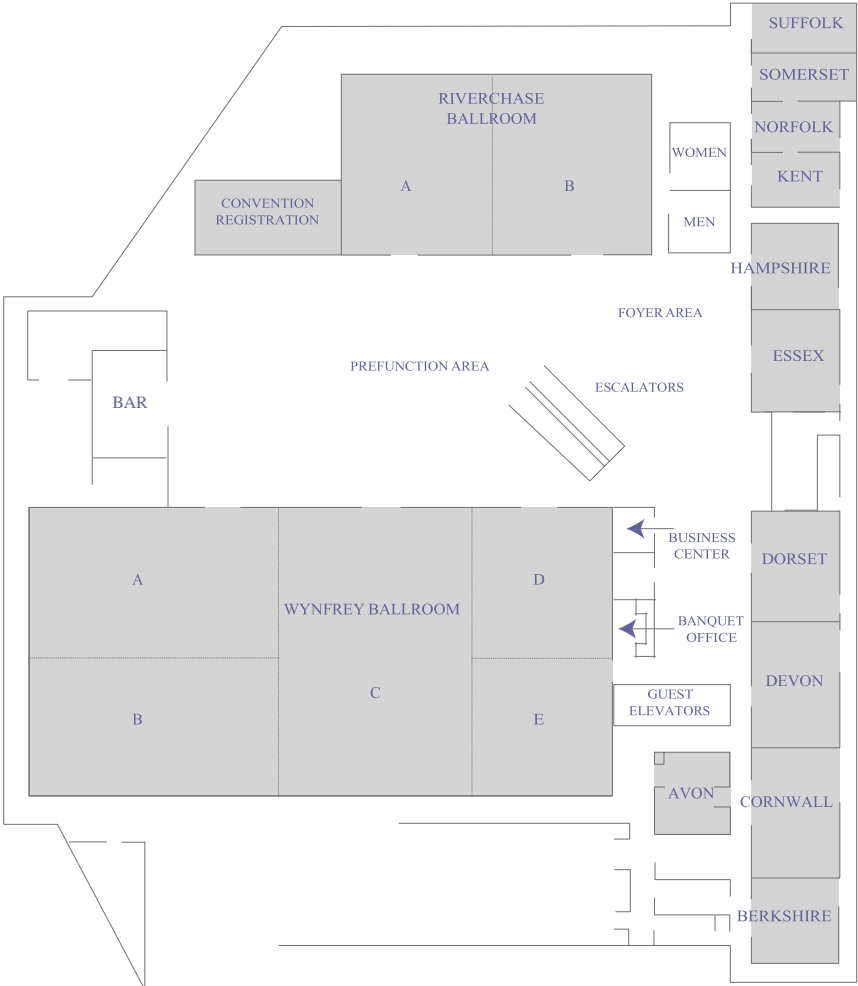
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Conference Map

Lobby Level



Second Level



CIVSA

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See you in June!



 **ANNUAL CONFERENCE** 
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