



Mid Year Meeting

Nov 14 – 16, 2008

Oklahoma City University

CIVSA BOARD REPORTS
ANNUAL CONFERENCE REPORTS
SUPPLEMENTAL DOCUMENTATION

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CIVSA 2008 MID-YEAR MEETING SCHEDULE

DAY	TIME	GROUP	LOCATION
Friday	3:30 – 5:00 pm	Executive Officers	Janey's room Crowne Plaza Hotel
	5:00 – 6:00 pm	Conference Committee	Kevin's room Crowne Plaza Hotel
Saturday	8:00 – 11:00 am	Full Group	Crowne Plaza Hotel Dining area room
	12:30 – 2:30 pm	Full Group	President's Dining OCU Campus
	3:00 – 4:15 pm	<u>Breakouts:</u> Conference Committee Exec Board members	President's Dining, OCU Campus
	5:00 – 6:15 pm	Full Group	Lacy Visitor Center, OCU Campus
Sunday	8:00 – 9:30 am	Executive Officers	Crowne Plaza Hotel Dining area room
	9:30 – 11:00 am	Full Group	
	12:30 – 1:30 pm	Conference Committee	Crown Place Hotel, Lobby area

PRESIDENT'S REPORT: Mid-Year meeting, November 14-16, 2008, Oklahoma City

The CIVSA fiscal year officially began with a new date of July 1 for the 2008-09 year. The following points represent organizational activity that has taken place since that time. None of these things would be possible without the dedication and hard work of many members of the CIVSA Board. Details on many of these points will be outlined in the reports that follow:

1. **Addition of a Marketing Committee** to the CIVSA Board with a purpose of increasing membership by identifying effective recruitment and retention strategies from a marketing perspective.
2. **Redesign of CIVSA brochure** to a one fold color piece that bears the new logo and markets more directly to information and visitor services professionals in higher education who are currently not aware there is a professional support entity for their field of work.
3. **Strategic decisions about membership renewals** that encourage the membership to renew their annual dues in a timely fashion. This not only creates a clearer picture of actual revenue early in the fiscal year but can assist Regional Directors in tracking members who have departed their positions so they can reach out to potential new members at those institutions.
4. **Steps toward a CIVSA website redesign** through a web and communications survey and negotiating with a web designer for this project. Targeted date for the new website to launch is January 15.
5. **Hotel site visit to Boston** to provide executive committee with firsthand information toward their selection of a conference hotel for the 2009 Conference.
6. **Member surveys from 2008 Conference** have been reviewed and considered in every aspect of planning for this fiscal year and the 2009 Conference in Boston.
7. **Mailing to membership** following annual dues deadline of October 15 to include a luggage tag and window decal bearing the new CIVSA logo.
8. **Plans to standardize conference planning** have been part of executive officer discussions for the past year. A conference call presentation from Helms Briscoe is scheduled for the 2008 Mid-Year meeting.

All reports and requests from committee chairs and members will be carefully reviewed and considered. The goal of this year's executive officers is to work collaboratively and effectively in order to increase membership numbers through effective programming, active recruitment and strategic retention.

Respectfully submitted,

Janey Wheeler
CIVSA President, 2008-09



Mid-Year Report from the President Elect

Activities during the period of July – October 2008

- Created session evaluations on Survey Monkey for each 2008 Annual Conference educational sessions and entered data from paper evaluations.
- Prepared Membership Report for August, September and October
- Sent a personalized membership renewal reminder email to every member with a lapsed membership outlining the benefits of membership.
- Sent a personalized thank you email to every renewing member thanking them for continued involvement.
- Sent a personalized email to each member on institutional memberships with a vacancy to inform them additional member(s) could be added at no additional cost.
- Created Communication Survey on Survey Monkey to collect data for new website development and communication plan.
- Communicated with Regional Directors regarding lapsed memberships asking them to contact members regarding membership status.
- Prepared 2008 Educational Session Evaluation Report for Mid-Year meeting.
- Participated in site visit for 2009 Annual Conference, Boston University.
- Began planning New Member dinner event for the 2009 Annual Meeting. Dinner will be held at the conference hotel – Cambridge Hyatt.
- Began working with Stephen Barnett on hotel contract for 2010 Annual Conference in Lexington Kentucky.

Respectfully submitted October 24, 2008
Betty Spengler, CiVSA President-Elect



*Membership Report –
October 2008*

	Schools/Campuses (represented)	Individual members (Headcount)
REGION 1	17	36
REGION 2	37	89
REGION 3	28	60
REGION 4	23	58
REGION 5	1	2
TOTALS	106	245

Respectfully submitted,
Betty Spengler, President-Elect

CiVSA Membership Committee 2008-09

NOTES:

CHANGES TO HOW COUNTING IS CALCULATED SINCE FEBRUARY 2008 REPORT WILL LIST SCHOOLS WITH MULTIPLE CAMPUSES AS INDIVIDUAL INSTITUTIONS.

CIVSA

Secretary Report

Mid-year Meeting - Nov. 2008

- Submitted the Constitution and By-Laws portion of the minutes to previous Secretary, Betty Spengler for inclusion in the minutes of the general business meeting held during the 2008 annual conference at Cal-Poly Pomona
- Prepared and submitted action items notes/minutes from three CIVSA Board conference calls
- Shared information and recruited for CIVSA at the annual National Association of Baptist Enrollment Professionals (NABEP) conference in July and “pushed” the CIVSA message to the members that were in attendance
- Participated in phone and email conversations with some prospective member schools
- Provided the new Region 2 Director, Julian Olivas, sample correspondence, timeline and membership information to help in reaching out and serving the region
- Will participate in conference planning meetings/calls/email threads as they occur following the Mid-Year Board Meeting at Oklahoma City University to prepare for the 2009 Conference

*Respectfully Submitted October 2008,
Kevin Kirk
CIVSA Secretary 2008-2009*



General Association Meeting - 2008 Conference

The Annual General Association meeting of the Collegiate Information and Visitors Services Association was called to order on Sunday, June 22, at 8:36 a.m. in the Ursa Major Conference Room, California State Polytechnic University, Pomona, California, the President being in the chair, the Secretary being present and Thom Golden (Vanderbilt University) serving as parliamentarian. The 2007 General Association Meeting minutes were read. **A motion was made by Matthew Weismantel (Rutgers, The State University of New Jersey) to approve minutes as corrected. Motion seconded by Meg Malmborg (University of Connecticut). Motion passed.**

1. Reports were presented by President Tami Tassler (Florida Gulf Coast University); President Elect Janey Wheeler (Oklahoma City University); and Past President Troy Selk (Brigham Young University). President Tassler instructed officers to file a written copy of their report with the Director of Communication.
2. **Motion made by Meg Malmborg (University of Connecticut) to table election of 2008-09 Executive Board. Motion seconded by Matthew Weismantel. Motion passed.**
3. Results of regional elections held Saturday, June 21, 2008 during Regional Meetings announced by President Tami Tassler as follows:
 - Region One – Gina Gonzales, University of California, Santa Barbara
 - Region Two – Julian Olivas, Texas Tech University
 - Regions Three – Katharine Suski, Southern Illinois University Carbondale
 - Region Four – Josh Fein, New York University
4. Reports were presented by Treasurer Stephen Barnett (University of Kentucky); Director of Communication Jennifer McGowan (University of Michigan) who asked that the minutes reflect her thanks to Jim Stapleton (Rutgers, The State University of New Jersey) for helping with The Welcomer during her leave of absence; Secretary Betty Spengler (University of Maryland); Association Manager Ryan Leigh Runyon; Research and Assessment Committee Chair Denise Wellman (University of South Carolina); Council for the Advancement of Standards in Higher Education (CAS) Chair Matthew Weismantel; Archive Committee Chair Nancy Franco (Yale University); Regional Evaluation Committee Chair Kevin Kirk (Baylor University); Strategic Planning Committee Chair Steve Quintero (California State Polytechnic University); 2008 Conference Committee Chair Steve Quintero.

President Tassler thanked the conference planning committee and instructed officers and committee chairs to file a written copy of their report with the Director of Communication.

5. Approval of Amended CIVSA Constitution and By-Laws

Committee Report - Betty Spengler, Constitution and By-Laws Committee Chair.

President Tassler advised that the amended Constitution and By-Laws were sent to the general membership 30 days prior to the Annual Conference for review as required by the Constitution. Slight changes were made to both documents after this date for the purpose of consistency and semantics. These changes are reflected in green ink in the documents under review.

Motion made by Thom Golden to allow consideration of the Constitution and By-Laws documents for amendment included in the CIVSA conference binder and waive the 30 day requirement of providing copies to the voting membership prior to the Annual Conference. Motion seconded by Meg Malmborg. Motion passed.

Motion made by Matt Weismantel to accept the constitution as presented in the CIVSA conference binder. Motion seconded by Thom Golden. Motion Passed.

Discussion/Questions:

Denise Wellman questioned how and when the Treasurer's report will be distributed. Treasurer Stephen Barnett responded that the report will be posted on the website and sent to any member upon by request.

Matt Weismantel suggested that in the future the Board should consider separating the Constitution and By-Laws from each other to allow easier changes and updates of the By-Laws as needed.

President Tassler called for the vote. Motion to accept the Constitution and By-Laws as presented in the CIVSA Conference binder was unanimously passed.

Betty Spengler asked that the minutes reflect appreciation for committee members Nancy Franco, Katherine Suski and Barb Dallinger (Illinois State University). Kate Steinbeck (University of Wisconsin) was also recognized for her contributions.

6. Old Business

- Conference Assessment - Discussion from the floor regarding need to streamline conference planning, spending less time moving from place to place and reducing transportation costs, budgeting for professional speakers and nationally renowned experts.
- Denise Wellman recognized Kim Burdett (University of California Irvine) as a member of the Research Committee.

7. **Motion by Matthew Weismantel to untable elections. Motion seconded by LeAnn Stroupe (University of Missouri). Motion passed.**

2008-09 Executive Board Elections were conducted by Troy Selk, Past-President and Chair of the Nominating Committee. Matthew Weismantel served as Head Teller, and was assisted by Tellers Ryan Leigh Runyon (Association Manger) and Thom Golden.

Motion by Meg Malmborg to accept the Slate. Motion seconded by Kim Burdett. Motion passed.

Motion by Matthew Weismantel to open the floor for nominations. Motion seconded by Meg Malmborg. Motion passed.

Past President Selk called for nominations from the floor.

Motion by Matthew Weismantel to close the floor for nominations. Motion seconded by Denise Wellman. Motion passed.

Election Results

President Elect – Betty Spengler

Secretary – Kevin Kirk

Director of Communications – Jennifer McGowan

8. New Business –

- Georgia Balafas and Amy Hook from Boston University reported on the 2009 Conference. Projected conference dates are June 8-11, 2009. A preliminary conference website is online at www.bu.edu/civsa. The URL will change when CiVSA changes over to Wild Apricot for web services. Winners of the email trivia contest to guess the location of the 2009 conference were awarded Boston University mugs. Names will be listed on the CiVSA website.
- Denise Wellman asks the minutes to reflect that many members think the business meeting is optional because it is listed as optional on the conference website. She stressed the importance of encouraging people to come to the meeting. Comments prompted discussion from the floor about encouraging membership to attend.
- President Tami Tassler ceremoniously passed the gavel to President Elect Janey Wheeler, who accepted with remarks.

Motion by Matthew Weismantel to adjourn. Motion seconded by Ashley Baker (University of Louisville). Motion passed.

Meeting adjourned at 10:08 a.m.

Respectfully submitted,
Betty Spengler
CiVSA Secretary 2007-2008



**Executive Board Meeting - Collegiate Information and Visitor Services Association
Shilo Suites Hotel, Pomona, California**

Members Present: Tami Tassler, President (Florida Gulf Coast University); Janey Wheeler, President-Elect (Oklahoma City University); Jen McGowan, Director of Communications (University of Michigan); Katharine Suski, Region Three Director (Southern Illinois University Carbondale); Kevin Kirk, Region Two Director (Baylor University); Nancy Franco, Archive Committee Chair (Yale University); Steve Quintero, 2008 Conference Host (Cal Poly); Rosa Lamas-Serratos, 2008 Conference Committee (Cal Poly); Bryan Jue, 2008 Conference Programming Co-Chair (UC Irvine); Anne Peterson, 2008 Conference Programming Co-Chair; Georgia Balafas, 2009 Conference Host (Boston University); Amy Hook, 2009 Conference Committee (Boston University), Matt Weismantel, CAS Chair (Rutgers, The State University of New Jersey), Betty Spengler, Secretary (University of Maryland); Julian Olivas, 2008/09 Region Two Director (Texas Tech)

Meeting called to order Thursday, June 19, 2008 at 9:20 a.m. by Tami Tassler, President.

Reports

Past President – Selk (Baylor University) submitted a written report which was presented by Tassler. (attached)

President – Tassler noted that CIVSA currently has the highest number of members in the history of the association. New committees formed during the past year include an Archive committee which is working to create electronic archive at Bowling Green University. The committee is chaired by Nancy Franco (Yale University). Tassler thanked Janey Wheeler, President Elect (Oklahoma City University) for developing a new logo for the association. Written report on file. (attached)

President Elect – Wheeler reported that half of the conference registrants are new members since last year and spoke of the importance of membership retention. Wheeler has planned a 'First Timers Breakfast' event in place of the new member session usually held at conference based on feedback from past conferences in an effort to improve the perceived value of the session. The project to convert membership database over to Wild Apricot is moving forward. (attached)

Secretary – Spengler briefly reviewed report. Written report filed. (attached)

Treasurer – Written report submitted by Barnett, was presented by Tassler. (attached)

Director of Communications – Written report submitted by McGowan was presented by Tassler. (attached)

CAS – Written report submitted and reviewed by Weismantel who explained the change in direction on thinking by CAS about learning outcomes and the need to tie what CiVSA does to learning outcomes. Weismantel is working on a CAS wiki committee and asks the board to consider the possibility of using that technology in the future. As a member of CAS, CiVSA does have the standards related to Visitor Services posted on the CiVSA website. Self Assessment forms and the CAS Professional Book of Standards is available for purchase. Spengler has been appointed to serve as CiVSA CAS alternate. Weismantel thanked CiVSA for continued support of CAS and his affiliation. (attached)

Archive Committee – Written report submitted and reviewed by Franco. Spengler has materials from Nick Kovalakides (Emeritus Member). Weismantel has materials that need to be gone through at Rutgers. Franco will meet with Weismantel at Rutgers to determine what should be archived.

Discussion: Old conference materials and information captured from data files containing old membership data should be reviewed for consideration for archival and also for information to be added to the new Wild Apricot.

Region Three – Written report submitted and reviewed by Suski. Over 293 personally signed letters were sent in the past year in efforts to recruit new members and discussions were held with Kate Steinbach (University of Wisconsin Madison) about the possibility of holding regional activities. Suski plans to discuss with region members during Regional Meeting.

Region Two – Kirk reports that Region Two continues to be strong in numbers at conference, professional staff and students. Kirk receives unsolicited inquires about CiVSA proving that his networking efforts are paying off. Region Two will elect a new Director during the conference and Kirk will work with the new Director to continue the work that is being done within the Region.

Regional Evaluation Committee – Kirk and Wheeler hope to shift responsibility of this committee to the new Region Two Director. Kirk will work with new chair to move committee forward in accessing whether there is a need to change the way the country is divided into regions.

Strategic planning Committee – No report given.

Research and Assessment Committee – Written report submitted by Denise Wellman, Committee Chair was presented by Tassler. (attached) The Research & Assessment Committee requests that the listserv no longer be used to conduct research and submitted three requests to the board requiring a response:

Request #1: *Committee proposes that questions of interest to members of the Association are to be submitted to the Research & Assessment Committee through a dedicated email address. Once each month or quarter, frequency to be determined by submissions and with the advice of the Executive Board, the Research*

Research & Assessment Committee will send out an online questionnaire to capture responses to each question. The Research & Assessment Committee will then analyze, summarize, and report the results on the CiVSA website.

Discussion: Listserv is used by members to ask immediate questions and get help with situations or gather materials that are needed right away. Listserv is a benefit of membership and the ability for members to use it is a benefit. Research committee can follow up with people asking questions so they can capture information for the purpose of collecting data for research purposes.

Request #2: *Research & Assessment Committee requests assistance with the development of an online form within the CiVSA website to capture and catalog this information into a searchable database. This database would be available to the Association membership to assist them in identifying a specific institution for their use in assessment, peer review, or in identifying practices which might enhance their organization.*

Discussion: Annual survey a good idea. Data collection will be easier on the new website. Blogging will address some of these issues. Benchmarking study seems that the study is to Visitor Services related and is not broad-based enough to address the entire field.

Request #3: *Research & Assessment Committee would like permission to research other areas within higher education to establish a protocol for the listing of a practice as a “best practice” within the field of collegiate visitor or information services.*

Discussion: Weismantel worries about putting roadblocks in front of people to developing Best Practices. Need to gather best practices before we move to certification process. Members aren't submitting Best Practices right now and we shouldn't do anything to prevent that. We need to do a better job of having members submit best practices. Weismantel suggests that an ad hoc committee be formed to promote the collection of best practices and is not sure this is an issue for Research and Assessment Committee.

General Discussion: Suggestion that the committee needs to represent members from the entire field, as members may not be representative of the field. Current membership of committee was reviewed and it was determined that the committee should be expanded. Suggestion that there be a listserv moderator to respond to members who submit questions and remind them to use the resources available on the CiVSA website. General agreement that CiVSA needs to do a better job of reminding members of the resources available on the website.

Resolution: Tassler, Wheeler and other available Executive Board Members will meet with the committee to discuss:

Request #1 – Board opposes creating roadblocks that will limit members input via the listserv and suggests the committee follow up with people who ask questions and that the committee send a memo to members offering the committee's help in researching topics that require more than quick answers that may be gotten by submitting the listserv. Also suggest the committee could work on collecting information for the website such as job descriptions and posting them on the web.

Request #2 – These issues will be addressed by the new website and the Board agrees the committee can survey the membership and think it would be helpful to expand the survey to include the entire field of Visitor and Information Services.

Request #3 – The Board will take action to encourage members to submit more best practices. Committee can research protocol and present it to the board for consideration of establishing the protocol in the future.

Tabled Agenda items:

Tassler reviewed a list of items that will be tabled for future discussion:

- Approval of December 2007 Executive Board Meeting Minutes
- Discounted student fees for conference – eliminate²
- Wild Apricot discussion
- Membership payment policies – due dates
- Conference comping/refunds
- Guidelines for conference sponsors
- Membership brochure status
- Credit card procedures and protocols
- Conference attendance policy
- HQ Contracts
- Conference websites and launch dates
- Board involvement and communication
- 7-Habits Books
- Future conference planning
- Tax exempt status

2008 Conference Discussion –

Review of Conference Kick-off document, Conference schedule and Contracts.

Discussion about when Regional Director Elections will be held, as it is not currently listed on the conference schedule. Decided Elections will be held Saturday after lunch and before the group photo.

Discussion about Regional Competitions at Huntington Beach.

3 laptops will be set up in the Hospitality Suite for member use.

Catering/food issues in Hospitality Suite - Food for the Hospitality Suite has been ordered but there is a question is about drinks. Quintero is checking into whether we can bring drinks in or must purchase through catering.

Peterson reported that session moderators have not been secured for all sessions. Board members volunteered to moderate sessions.

Quintero reported that Dr. Feinstein may not be able to speak, depending on status of a last minute trip, and may be replaced by another speaker.

Updated report on Disneyland - 61 participants and people are still asking if they can attend. No tickets are available but there are a few seats available on the bus. First come basis. Tickets will be distributed at end of Saturday keynote session.

Tassler stressed that Board members should make an effort to make an appearance in the Hospitality Suite each night and network. Wheeler will ask Regional Directors to recruit people to staff the suite each night.

Meeting suspended at 11:22 a.m.

Meeting reconvened at 12:45 p.m.

Membership Dues – Discussion about current policy that allows people to join CiVSA between February and June (“comping membership”) without paying membership fee. Making payment due at the time of membership will eliminate this problem. Weismantel provided history as to why memberships were tied to the fiscal year for administrative purposes. Policy is being applied differently than was intended and people are submitting a membership application, coming to conference without paying and then paying membership fee in August when the fiscal year starts. This allows people to attend the conference at the member rate without actually being a member. The intent was to allow people to join between February and August by pay the membership fee for the upcoming fiscal year (giving them six months of the current year at no cost).

Until Wild Apricot is implemented we will clarify the policy with CiVSA Headquarters that membership fees are due when applications are submitted. Membership applications received from the time registration for conference begins and the end the end of the fiscal year will pay membership fee at the time of application but the fee will include the months of February through end of fiscal year and the upcoming new fiscal year.

Membership Brochure – Current membership brochure needs to be redesigned. Wheeler proposed that it be designed by a graphic artist and will be designed in color. Once designed and approved the brochure can be uploaded to member only section of website and will include printing recommendations (paper stock, PMS colors). Cost is \$200 for initial design and web ready and maintenance fee each year for any changes and updates.

Motion made by Wheeler that the professional membership brochure be designed by a graphic artist. Second by McGowan. Motion passed.

CiVSA Credit cards – Cards have not been received. Discussion about credit card procedures and protocol tabled.

7 Habits Books – The books left over from the 2007 conference have been shipped here and will be put in the Hospitality Suite for members to take if they wish.

Guidelines for conference sponsors – Campus Publishers paid membership this year and paid member conference fee and have access to all member benefits. Discussion about why College Town Profiles made last minute decision not to attend this year. We still need to

develop a sponsorship fee structure. Spengler can work on this. ACED-I has a good structure and may be a good resource.

Headquarters Contract – Weismantel questioned why Ryan Leigh Runyon, Association Manager, doesn't attend Board Meetings and CiVSA Business meetings since CiVSA pays for her to attend the conference. Discussion about moving toward a six month contract vs. year contract. Weismantel offered to review the contract. Kirk shared that people in his region reported long delays in receiving responses from Headquarters. Discussion tabled.

Approval of 2007 Mid-Year Meeting Minutes –

Motion made by Wheeler to approve the minutes of the 2007 Mid-year Executive Board as amended with the addition of the 2007 conference committee report. Seconded by McGowan. Motion passed.

Meeting suspended at 1:40 p.m.

Meeting reconvened at Monday, June 23, 2000 at 8:30 a.m.

Discounted Student Fees –

Motion made by Spengler to table discussion about discounted student fees. Seconded by McGowan. Motion passed.

New Website and Membership Database –

New website and database will be developed through Wild Apricot. Features Board would like to include on new website:

- regional web pages
- pictures of members
- robust conference page for past conference schedules, photos, schedules, etc.
- blog/message board
- reorganize reports with headings by year
- FAQ section
- member testimonials

Next steps – First step will be to get the membership database up and going and start to develop look of new website, Will Brown (James Madison University) is interested in helping. Wheeler proposed contracting with Kevin McGowan to develop new website design.

Motion made by Wheeler to contract with Kevin McGowan for web services. Seconded by Barnett. Motion passed.

Headquarters Contract –

Wheeler is discussing contract with Ryan Leigh Runyon to clarify anything that she may find vague or unclear regarding her responsibilities. Janey proposes that we move to a six month

contract and had distributed a revised contract for consideration to the Board prior to this meeting for review.

General Discussion:

Comments and discussion regarding the additions to the contract. Membership database information needs to be more defined. Additional changes may be made and forwarded to Janey prior to signing. Contract will be signed by July 1.

Tax Exempt Status – This is not an issue until we reach 300 members.

Future conferences – Discussion about need to standardize schedules and agendas. Conference Evaluation Committee will work on proposal. Board should guide the process and decision should be made to hold educational sessions should be at the hotel. Keynote should be a professional speaker and there should be only one keynote speaker.

2009 Conference –

Conference website and launch date – Wheeler has had conversations with Balafas about holding up on the planning process. Wheeler has explained that she will be working with the board to make decisions. McGowan suggests that the Boston could maintain the homepage, and we would control registration and agenda information through the CiVSA website.

Conference Registration Policies for Guests and Students – Guest policy/student policy discussion will be held during the mid-year meeting, as well as whether we want to encourage non-members to attend conference.

Membership Fees –

Because of the change in the fiscal year from August 1 to July 1 membership fees will expire this year as follows:

2008-2009 members expire June 30, 2009

2007-2008 members expire July 31, 2008

Membership comping – Discussion tabled discussion until mid-year meeting.

2008 Conference Wrap-up:

118 total participants and guests. Quintero reports that everyone has paid their registration and guest fees.

The following were awarded \$100 CiVSA bucks to apply to a future conference fee:

Stacey Sparks, Texas State University

Jennifer McLendon, University of North Texas

Aviva Walls, New York University

Barnett requests a detailed report regarding all invoices, payments, vendor comp agreements. Quintero will work with Barnett to make sure all of the paperwork is taken care of.

Tassler will follow up with Shilo Suites to take care of room night rebate which should be between \$4,500-\$5,000.

Quintero estimates that conference expenses should be somewhere around \$45,000 total.

All conference expenses, hotel check rebate, etc. should go to Barnett and he will forward to appropriate people for processing.

Conference Session Presentation notes – Peterson will be sending an email to presenters to try to capture missing session notes which McGowan will upload to the conference website.

Evaluations – Wheeler will discuss with Denise Wellman if she will send out the overall conference evaluation to the membership. Discussion regarding the need to use paper evaluations at conferences and whether we should move to using electronic surveys. Peterson will copy the individual session surveys and send the originals to presenters. The copies will be sent to Wheeler to be entered into Survey monkey. Discussion about whether evaluations should be distributed at Roundtable discussions and the need to make them different than session evaluations if they are.

Queen Mary will be refunding \$190 for an overcharge. Quintero will reflect the new total owed in voucher to Barnett.

Motion to adjourn meeting made by McGowan. Seconded by Wheeler. Motion passed.

Meeting adjourned at 10:39 a.m.

Respectfully Submitted,
Betty Spengler
CiVSA Secretary



Past-President's Report Annual Conference 2008

As I bid you all adieu, let me take a moment to reflect on my CiVSA experience. From the moment I arrived at my first conference in Nebraska, I knew this organization was an undiscovered gem. I was warmly welcomed, accepted and encouraged to participate. The sessions were timely and pertinent for me professionally, and the opportunity to network and relationships created have been wonderful. The numbers at that conference were small but the enthusiasm for what CiVSA is all about professionally was huge. I left invigorated. The opportunity to host a annual conference in 1995 was a highlight in my career, and the chance to serve as president was as challenging and rewarding as anything I have done professionally.

I have watched the organization grow and prosper, and attribute CiVSA's success to the hard work of those that have gone before me; the many board and committee members, volunteers and our single employee that devote countless hours to this great organization. Changes like the transition of headquarters, and the employing of one of our own, have added stability and strength to the foundation of the organization. Continued growth and success is at the forefront of Executive Board's agenda. There are many exciting things going on in CiVSA and the future is in great hands. Each of you has touched my life and although my contribution has been small, the impact of this organization on me has been great.

I continue to be a passionate supporter and advocate of recruitment and retention as it relates to building a strong organization. I have enjoyed very much the chance given to me to work with your President. Tami and I have worked closely together since she was the co chair of the conference BYU hosted and she has become a dear friend. As the chairman of the nominations committee I am encouraged by the number of strong leaders participating in CiVSA and I am energized by the spirit of involvement that I see in the organization.

Please know how much I have appreciated all you do to continue to make this organization thrive. As I concede my membership because of a change in profession I will miss my association with you professionally but look forward to a lifetime of continued friendship with all of you.

Submitted by Troy A. Selk
June 18, 2008



President's Report 2008 Annual Conference

The 2007/08 CIVSA year has been educational from a President's perspective. The excitement and energy our organization creates is a welcome force in sustaining the growth and stability of the Collegiate Information and Visitor Services Association. It has been a busy year in the life of CIVSA

The current state of the membership is very stable and strong. Our current membership numbers are the highest they have ever been and much credit goes to the Regional Directors who are sharing information about CIVSA throughout the nation. We currently have one out-of-country member – Trinity Western University in British Columbia, Canada.

I hosted the mid-year board meeting at Florida Gulf Coast University in Fort Myers, Florida, and was pleased so many board members were able to join us in light of the difficult economic times for everyone. The meeting was very productive and allowed the board to continue moving forward with their projects and ideas.

Throughout the past year, a historical list of membership and conference attendance for the past 15 years has been compiled. We've also purchased new software to use with better database capabilities. This will greatly enhance the services available to our membership.

The Executive Board provided the Research and Assessment Committee with an Executive Resolution regarding research proposals and waiving conference fees for up to two members for the conference at which they present their findings in a keynote fashion. This year is our first year of having a presentation by a member regarding data actually collected from our members and applied to our jobs.

The Constitution Committee worked hard to update the constitution and by-laws to better align with the mission and goals of the Association. This is a very daunting task and much appreciation goes to Betty Spengler for her leadership in leading the committee to a productive outcome.

Our President-Elect, Janey Wheeler, helped design our new logo to keep us looking fresh and “hip” The 2008 conference unveils our new look which is sure to carry us through the coming years. Janey has also implemented a new event at our Annual Conference for new members – The First Timers’ Breakfast. I hope this will continue in the coming years and will be a successful retention piece.

The newly established Archive Committee has located a permanent facility to house our hard-copy archives and enable us to be more “mobile” when passing the torch to new leadership. Electronic archiving has also begun so locating previous association information should be at our finger tips.

New documents have been established to help better track expenditures and in gratis agreements in regards to conference tasks and activities. These forms will assist the board in maintain the utmost professional relationships with those speakers and corporations who are supporting the organization and the Annual Conference.

Finally, I would be remiss if I did not send a special thank you to four long-time CiVSA members who have retired from their institutions during this past year. Fran Lane from the University of Georgia retired last December. She had been a member of CiVSA since 1995 and was President 1999-2000. Sandy Roberts from the University of North Carolina – Chapel Hill also retired last December and had also been a member since 1995. She also was President of the Association following Fran from 2000 – December of 2001. Sherry Case from Colorado State University just retired in April after being a CiVSA member from the very beginning. She attended EVERY CiVSA conference since 1994 except the 2003 and 2004 conferences and was the Nick Kovalakides Outstanding Member last year in 2007. Finally, Leslie Baumert who is currently at Oklahoma University will be retiring on June 30. Leslie was President following Sandy from December of 2001 until August 2003. This is the first conference Leslie has missed since 1997. All four of these women made an impact in my life in the world of CiVSA and personally. The organization is better for having each of them as active members. We will miss them all dearly.

In all, I am pleased to have been a part of the Executive Board for the Collegiate Information and Visitors Services Association and am proud to have led such a professional and innovative group of thinkers.

Respectfully Submitted,
Tami Tassler
CiVSA President 2007/08

Officer Report
PRESIDENT ELECT
June 2008

Membership Committee

- Membership has grown by 57 individual members since August 1, 2007
- Began ongoing project to generate and maintain lists of non-member schools by regions (responsibility of Regional Directors). Records for two regions completed.
- Developed a monthly Membership Report beginning January 2008 to promote assessment on a monthly/year basis

Membership Directory

- Working with Director of Communications on a searchable membership directory (to go live July 1, 2008)

Membership Brochure

- Brochure update to reflect new logo. Small amount will be available at conference. Officer updates will be done following conference.
- To be placed on website along with printing specs for use by CiVSA Board members

First Timers Breakfast

- Changed format of this event to a sit down breakfast to promote member retention
- Ordered engraved pen sets (with new logo) for all attendees at this event
- Working with President to update new member handbook for First Timers Breakfast.

New Logo

- Worked with outside graphics company to create new CiVSA logo
- Ordered new table drapes, banners, and signs for 2008 conference to kick off new logo
- Ordered luggage tags and static cling window decals to send

Respectfully submitted,

Janey Wheeler

President Elect, 2007-08



*Report from the Secretary
2007-2008*

It has been my privilege to serve as Secretary of the Collegiate Information and Visitor Services for the 2007-2008 fiscal year. Major accomplishments during the term are as follows:

- Updated the 2009 Conference Bid Proposal
- Updated the 2010 Conference Bid Proposal
- Updated CIVSA stationary, creating a PDF file for *Exec Members Only* section of CIVSA website for use by CIVSA Headquarters and board members
- Coordinated two CIVSA Board conference calls
- Participated in weekly conference planning committee conference calls, providing leadership and guidance
- Submitted minutes of the General Business Meeting and the Executive Board meeting held during the 2007 annual conference
- Submitted minutes of Mid-year Business Meeting held December 7-8, 2007 at Florida Gulf Coast University
- Served as Chair the Constitution/Bylaws Committee

*Respectfully submitted June 2008
Betty Spengler, CIVSA Secretary*



TREASURER'S REPORT
2008 Business Meeting

CiVSA Annual Conference, California State Polytechnic University, Pomona, California

Balance reported at 2007 Business Meeting (through 4/30/07) **60,235.41**

Beginning Balance as of August 1, 2007 **49,829.78**

Total Credits:

INCOME

Membership Dues and Conference Fees (May – July 2007)
24,453.52

Total Debits:

CONFERENCE COSTS

Notre Dame (As of July 31, 2007) 30,860.50

OPERATING EXPENSES

3,998.65

Ending Balance as of May, 2008 Bank Statement **77,246.15**

Outstanding Items (through 5/29/07)

RECEIVABLES:

Memberships and Conference Fees
10,199.43

PAYABLES:

Conference Expenses 887.40
Operating Costs 1,806.90

Respectfully submitted,

Stephen Barnett
Treasurer 2007-08



CiVSA Officer Report Director of Communications

The Welcomer Newsletter:

This year's issues have been distributed on:

1. 7/10/2007
2. 10/18/2007
3. 4/4/2008
4. 5/29/2008

The next issue should be distributed in July 2008 and will include information from the conference.

HUGE thanks to Jim Stapleton of Rutgers for putting together the Winter issue while I was on maternity leave!

CiVSA Website:

- Conference registration process ran smoothly this year, as well as additional webpage to collect attendee information and allow them to pay for Disney/bus tickets
- Continued making changes as necessary to online member list
- Uploaded many, many documents to Exec Board space on website to store records for easy accessibility by board members
- Majority of time recently has been spent on Wild Apricot member database, figuring out how it works and getting our records into a format that can be uploaded to the site. Goal is to have membership info uploaded and tested/verified before start of new fiscal year (July 1 2008), as well as having standards and expectations in place for handling data and keeping database accurate. After database is in place, attention will turn to copying the rest of the current website over to Wild Apricot and getting everything set up there.

REPORT TO CiVSA MID-YEAR EXECUTIVE BOARD MEETING

CiVSA DIRECTOR/ MEMBER-AT-LARGE - COUNCIL FOR THE ADVANCEMENT OF STANDARDS I IN HIGHER EDUCATION

Executive Committee Meeting – January 31 – February 2, 2008
Washington, DC

Executive Committee Meeting – April 12-13, 2008
Directors' Meeting – April 13-15, 2008
Washington, DC

Student Union Standards and Guidelines Revision Committee Meeting –
April 13, 2008
Washington, DC

South Africa CAS Delegation
May 8- 22, 2008
Pretoria & Cape Town, South Africa

CAS Wiki Implementation Committee
May 6, 2008 Skype Video Training Session
June 3, 2008 Committee Conference Call

Executive Committee Developments

- Approval of new CAS Research Grant Program.
- Matt Weismantel has been assigned a leadership role in coordinating the August 7-9, 2008 Executive Board meeting in New York City.
- Responsibility for maintaining revision/new standard committee deadlines and schedule was transferred to Matt Weismantel in May 2008.
- American Counseling Association (ACA) is planning on leaving CAS in September 1, 2008.
- The Executive Committee continued work on the CAS Strategic Planning initiative.
- CAS has begun discussions with Student Voice about the potential for collaboration in a new on-line training/implementation project for self-assessment.
- Resources were approved for the establishment of a graduate assistantship at the University of Georgia to help the CAS Editor and Chief.
- A new CAS Mission Statement was approved:

“The mission of the Council for the Advancement of Standards in Higher Education (CAS) is to promote the improvement of programs and services to enhance the quality of student learning and development. CAS is a consortium of professional associations who work collaboratively to develop and promulgate standards and guidelines and to encourage self-assessment.”

- The new CAS *Book of Professional Standards* will be published in August 2009, and work has begun on the review and updating of all contextual statements. (See attached)

Directors’ Meeting

- Revised learning outcomes domains – 1. knowledge acquisition, integration, and application; 2. cognitive complexity; 3. intrapersonal development; 4. interpersonal competence; 5. humanitarianism and civic engagement; 6. practical competence. (see below)
- Following new language was approved for the 6 learning outcomes:

“Programs and services must assess student learning and development by identifying the relevant and desirable outcome domain(s) and dimension(s) and providing evidence of the impact of the programs and services on student achievement. Programs and services must contribute to or support student learning and development in all six outcomes domains.”

- Patrick Perfetto (University of Maryland and ACED Director) was elected as the new CAS Treasurer beginning September 1, 2008. Laura Dean (University of Georgia) was re-elected as a Member at Large for a two year term.
- Matt Weismantel is chairing a CAS Wiki Implementation Committee to implement Confluence as a new central tool in the creation and revision of standards and guidelines.
- The Ted Miller Achievement of Excellence Award was presented to Texas Tech University.
- Planning is under way for the second CAS Symposium scheduled for fall 2009.
- The revised Registrar Programs and Services Standards and Guidelines were reviewed and approved by the Directors.
- A new CAS Strategic Financial Plan was presented to the Directors by the Finance Committee.
- Revision and updates of Contextual Statements for all functional areas must be completed by fall 2008.

Student Union Standards and Guidelines Revision Committee

- The distribution of the first revised draft generated extensive feedback from experts and other interested individuals. Although it was recommended by the ACU-I representative on the

committee to rename the “Student Union” to “Campus Center” Standards , this change created impassioned response from across the field, including major meetings and discussions at the ACU-I National Conference in New Orleans and written feedback from their executive board and features in their organizational magazine.

- The committee will be meeting July 30-31, 2008 at the University of Maryland to review all of the feedback and create the next draft for further review with anticipated completion and presentation to the Directors in Spring 2009.

South Africa Trip

- Matt Weismantel oversaw the creation, using the Rutgers Television Network team, of approximately one hour of video featuring the CAS leadership team discussing the background, philosophy and direction of CAS for use during the presentations in South Africa. These video segments were so successful that they will also be posted on the CAS website.
- Two two-day pre-conference workshops on CAS and the self-assessment process were presented by Matt Weismantel and Doug Lange at Tshwane University of Technology, Pretoria, and Cape Peninsula University of Technology outside of Cape Town. Additionally we visited and interacted with faculty, staff and students at the University of Pretoria, Mamelodi Campus of Pretoria University and the University of Cape Town.

Respectfully Submitted
June 4, 2008

CAS Contextual Statement Guidelines

Purpose: Contextual statements offer the reader sufficient background and perspective on the functional area to assist in understanding and applying the standards and guidelines. The statement should be written with the assumption that the reader is new to the functional area and has limited knowledge about it. Having read the contextual statement, the reader should have been introduced to the nature, foundational principles, and current issues of the functional area. It is also important to discuss any factors that affect use of the standards, e.g., major differences in implementation by institution type. The purpose is not to duplicate information that may appear in the standards or guidelines, but to explain and clarify the larger context into which those materials fit.

Template: The contextual statement should generally address the following:

1. Historical Perspective: What are the roots of the functional area? Where has it grown from?
2. Important Tenets: What are the basic principles that underlie the functional area? What are the shared assumptions among the professionals in the area? What is the scope of the field or its defining characteristics?
3. Current Issues: What are the current trends and challenges? What is the current discussion among professionals in the field?
4. References: Those sources cited in the contextual statement.
5. Resources: Where should readers look to learn more? Include print resources, professional associations, and relevant URLs.
6. Contributors: Each contextual statement will include a note at the end, recognizing the primary contributors to the most recent revision (as well as any appropriate attribution to earlier authors/contributors). Please include the names, institutional affiliations, and organizational affiliations of individuals who should be acknowledged.

Format:

1. APA reference format (citations in text/reference list – no footnotes)
2. submitted in Microsoft Word (Arial font, 11 pt., 1” margins, double-spaced)
3. 1-2 printed pages (max. 1000 words, approx.)

Process:

When a set of standards is created or revised, the contextual statement is generally written or revised by the committee that works on the standards (usually the representative from the functional area most closely connected to the topic). The statement is not reviewed by the entire Board; feedback is given by the Executive Committee, and final approval is given by the Editor. When a revised Book of Professional Standards is being prepared, the CAS representative from the organization(s) most closely connected to the standard has the responsibility of submitting any revision for publication by the requested deadline. The contextual statements are published in the Book of Professional Standards and will be published as part of the SAGs in CD or print format.

Council for the Advancement of Standards Learning and Developmental Outcomes

Integrating CAS and Learning Reconsidered Outcomes¹

Student Outcome Domain ²	DIMENSIONS OF OUTCOME DOMAINS	EXAMPLES OF LEARNING AND DEVELOPMENT OUTCOMES
Knowledge acquisition, construction, integration, and application	Understanding knowledge from a range of disciplines	Possesses knowledge of human cultures and the physical world; possesses knowledge of a specific subject matter
	Connecting knowledge to other knowledge, ideas, and experiences	Uses multiple sources of information and their synthesis to solve problems; knows how to access diverse sources of information such as the internet, text observations, and data bases
	Relating knowledge to daily life	Seeks new information to solve problems; relating knowledge to major and career decisions; makes the connections between classroom and out-of-classroom learning; articulates career choices based on assessment of interests, values, skills and abilities; documents knowledge, skills and accomplishments resulting from formal education, work experience, community service, and volunteer experiences
Cognitive complexity	Critical thinking	Identify important problems, questions, and issues; analyze, interpret and make judgments of the relevance and quality of information; assess assumptions and consider alternative perspectives and solutions ³
	Reflective thinking	Applies previously understood information, concepts, and experiences to a new situation or setting; rethinks previous assumptions
	Effective reasoning	Uses complex information from a variety of sources including personal experience and observation to form a decision or opinion; is open to new ideas and perspectives
	Creativity	Integrates mental, emotional, and creative processes for increased insight; formulates a new approach to a particular problem
Intrapersonal development	Realistic self-appraisal, self- understanding, and self- respect	Assesses, articulates, and acknowledges personal skills, abilities, and growth areas; uses self-knowledge to make decisions such as those related to career choices; articulates rationale for personal behavior; seeks and considers feedback from others; critiques and subsequently learns from past experiences; employs self-reflection to gain insight; functions without need for constant reassurance from others; balances needs of self with needs of others
	Identity development	Integrates multiple aspects of identity into a coherent whole; recognizes and exhibits interdependence; recognizes and exhibits interdependence in accordance with cultural and personal values; identifies and commits to important aspects of self
	Commitment to ethics and integrity	Incorporates ethical reasoning into action; explores and articulates the values and principles involved in personal decision- making; acts in congruence with personal values and beliefs; exemplifies dependability, honesty, and trustworthiness; accepts personal accountability
	Spiritual awareness	Develops and articulates personal belief system; understands roles of spirituality in personal and group values and behaviors; critiques, compares, and contrasts various belief systems; explores issues of purpose, meaning, and faith
Interpersonal competence	Meaningful relationships	Establishes healthy, mutually beneficial relationship with others; treats others with respect; manages interpersonal conflicts effectively, demonstrates assertive behavior
	Interdependence	Seeks help from others when needed and offers assistance to others; shares a group or organizational goal and works with others to achieve it; learns from

	<p>Collaboration</p> <p>Effective leadership</p>	<p>the contributions and involvement of others; accepts supervision and direction as needed</p> <p>Works cooperatively with others, including people difference from self and/or with different points of view; seeks and values the involvement of others; listens to and considers others' points of view</p> <p>Demonstrates skill in guiding and assisting a group, organization, or community in meeting its goals; identifies and understands the carrying dynamics of a group; exhibits democratic principles as a leader or group member; communicates a vision, mission, or purpose that encourages commitment and action in others</p>
Humanitarianism and Civic Engagement	<p>Understanding and appreciation of cultural and human differences</p> <p>Social responsibility</p> <p>Global perspective</p> <p>Sense of civic responsibility</p>	<p>Understands one's own identity and culture; seeks involvement with people different from oneself; articulates the advantages and impact of a diverse society; identifies systematic barriers to equality and inclusiveness, then advocates and justifies means for dismantling them; in interactions with others, exhibits respect and preserves the dignity of others</p> <p>Recognizes social systems and their influence on people; appropriately challenges the unfair, unjust, or uncivil behavior of other individuals or groups; participates in service/volunteer activities that achieve reciprocity; articulates the values and principles involved in personal decision making; affirms and values the worth of individuals and communities</p> <p>Understands and analyzes the interconnectedness of societies worldwide; demonstrates effective stewardship of human, economic, and environmental resources</p> <p>Demonstrates consideration of the welfare of others in decision making; critiques decisions and learns from mistakes; engages in principled dissent; understands and participates in relevant governance systems</p>
Practical competence	<p>Effective communication</p> <p>Capacity to manage one's personal affairs</p> <p>Vocational competence</p> <p>Maintain personal health and wellness;</p> <p>Living a purposeful and satisfying life</p> <p>Demonstrating professionalism</p> <p>Pursuing goals</p>	<p>Conveys meaning in a way that others understand by writing and speaking coherently and effectively; Writes and speaks after reflection; able to influence others through writing, speaking or artistic expression; effectively articulates abstract ideas; uses appropriate syntax; makes and evaluates presentations or performances; listens attentively to others and responds appropriately</p> <p>Exhibits self-reliant behaviors; manages time effectively; develops strategies for managing finances</p> <p>Takes steps to initiate a job search or seek advanced education; can construct a resume based on clear job objectives and with evidence of knowledge, skills and abilities</p> <p>Chooses behaviors and environments that promote health and reduce risk; articulates the relationship between health and wellness in accomplishing lifelong goals; exhibits behaviors that advance a healthy community</p> <p>Makes purposeful decisions regarding balance between education, work and leisure time; articulates and makes plans to achieve long term goals and objectives; acts in congruence with personal identity, ethical, spiritual and moral values; articulates long-term goals and objectives</p> <p>Accepts supervision and direction as needed; values the contributions of others; holds self accountable for obligations; assesses, critiques, and then improves the quality of one's work an one's work environment</p> <p>Sets and pursues individual goals; articulates rationale for personal and educational goals and objectives; identifies and works to overcome obstacles that hamper goal achievement</p>

1 This document is an adaptation of *Learning Reconsidered* and The CAS Learning Outcomes
2 Categories adapted from *Learning Reconsidered (2004)* and Kuh, Branch, Lund & Ramin Gyurmek (1994)
3 These examples are adopted from the George Mason University *Critical Thinking Assessment Report*
(2006)

References

Council for the Advancement of Standards in Higher Education. (2006). *CAS professional standards for higher education* (6th ed.). Washington, DC: Author.

Keeling, R. P. (2006). *Learning reconsidered 2: Implementing a campus-wide focus on the student experience*. American College Personnel Association (ACPA), Association of College and University Housing Officers-International (ACUHO-I), Association of College Unions-International (ACUI), National Academic Advising Association (NACADA), National Association for Campus Activities (NACA), National Association of Student Personnel Administrators (NASPA), and National Intramural-Recreational Sports Association (NIRSA).

George Mason University (2006). *Critical Thinking Assessment Report*.

Kuh, G. D., Douglas, K. B., Lund, J. P., & Ramin Gyurmek, J. (1994). *Student learning outside the classroom: Transcending artificial boundaries*. (ASHE-ERIC Higher Education Report No. 8.). Washington, D.C.: The George Washington University, Graduate School of Education and Human Development.

NASPA/ACPA (2004). *Learning reconsidered: A campus-wide focus on the student experience*. Washington, DC: National Association of Student Personnel Administrators and the American College Personnel Association.

CiVSA Research & Assessment Committee Year End Report - June 2008

The following was accomplished during the 2007-08 fiscal year of the Collegiate Information & Visitor Services Association:

- Approval of the proposal to fund research within the field of visitor and information services
- Formation of a subcommittee to review proposals for Association sponsored research
- Two research proposals were submitted and one approved for sponsored research
- Conducted national benchmarking study of campus visit programming, results to be presented at the National Conference in June 2008. This study was built around the expressed needs of the Association membership and will also address assessment within the field of student affairs
- Research & Assessment submitted at least one article for all but one issue of the *Welcomer*
- Summarized survey results that were collected at the 2007 National Conference concerning the research and assessment needs of the association

The following actions require the approval of the CiVSA Executive Board during their meeting at the National Conference in June 2008

- To facilitate a stronger presence of research & assessment throughout the Association and to insure that all research questions are analyzed, cataloged, and made continuously available to the membership, the Research & Assessment Committee requests that the listserv **no longer** be used to conduct research (i.e. questions being asked, like the group visit questions that were raised the week of 6/9). While each question that has been raised is of significance, once the membership responds, the information collected is lost. Therefore, the Research & Assessment Committee proposes that:

1) Questions that are of interest to members of the Association are to be submitted to the Research & Assessment Committee through a dedicated email address. Once each month or quarter, frequency to be determined by submissions and with the advice of the Executive Board, the Research & Assessment Committee will send out an online questionnaire to capture responses to each question. The Research & Assessment Committee will then analyze, summarize, and report the results on the CiVSA website.

2) The recent benchmarking study is not an end in of itself. For this information to serve as a living document and therefore useful to the Association, the information must be updated each year among continuing members, and collected from each new institution upon joining the organization. Therefore, the Research & Assessment Committee requests assistance with the development of an online form within the CiVSA website to capture and catalog this information into a searchable database. This database would be available to the Association membership to assist them in identifying a specific institution for their use in assessment, peer review, or in identifying practices which might enhance their organization.

3) CiVSA is in need of a verifiable system to establish something as a "best practice". Current designations for a best practice, whether they be within our Conference Best Practice Fair or within our website, do not provide any means by which to verify the credibility (possibly thru a CAS self-assessment, peer review, or a formal nomination/award structure) of the designation, i.e. to determine that this designation is anything more than hearsay. To further build a reputation within the field of higher education, the development of process for the establishment of something as a "best practice" needs to be researched. Therefore, the Research & Assessment Committee would like permission to research other areas within higher education to establish a protocol for the listing of a practice as a "best practice" within the field of collegiate visitor or information services.



TREASURER'S REPORT
2008 Mid-Year Meeting

Oklahoma City University – Oklahoma City, Oklahoma

Balance reported at 2008 Business Meeting (through 5/31/07)	77,246.15
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Beginning Balance as of July 1, 2008	76,309.52
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Total Credits:

INCOME

Membership Dues and Conference Fees (June 2008)	8,887.89
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Total Debits:

CONFERENCE COSTS

Cal Poly - Pomona (As of June 30, 2008)	8,140.62
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OPERATING EXPENSES

	1,683.90
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Ending Balance as of October 2007 Bank Statement
43,229.64

Outstanding Items (through 10/20/08)

RECEIVABLES:

Memberships	2,321.30
Shilo Inn Reimbursement – Cal Poly Pomona	5,474.00

PAYABLES:

Operating Costs	2,761.61
Conference Refund – USC - Research	350.00
Travel Allotments	1,050.00

Unofficial Balance as of October 20, 2008	46,863.33
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Respectfully submitted,
Stephen Barnett
Treasurer 2008 - 2009



CIVSA Officer Report Director of Communications

The Welcomer Newsletter:

This year's issues have been distributed on:

5. 4/4/2008
6. 5/29/2008
7. 8/25/2008

The next issue is scheduled to be distributed to the membership in November 2008.

CiVSA Website:

- All the 2008 conference session materials and handouts that I collected were added to members-only website after the conference.
- Board member and committee member information was updated on website 7/1/08 as well as all relevant CIVSA e-mail groups and approved changes to Bylaws and Constitution.
- Continued making changes to online member list and other small changes to website as necessary.
- Added many employee contracts and student training manuals to Members-Only resource page.
- Implemented Wild Apricot membership database and imported it into our existing website.
- Suggested questions that can be sent to membership to gauge their feelings on web/communication related issues.
- Laid out timeline and suggested improvements to website which will culminate in redesigned website set to launch January 15, 2009.

*Respectfully submitted,
Jennifer McGowan*

IMMEDIATE PAST PRESIDENT REPORT

Report to be added at a later date

REGION I DIRECTOR REPORT

Report to be presented at 2008 Mid-Year Meeting

Region II

This fall I have researched Region 2 non-member schools and created a “hot list” of 250 potential non-member schools to target for recruitment purposes. The target contact person is usually the campus information office or admissions. The criteria I have used include most 4 year schools that can be considered “traditional” universities using my own discretion. Immediate plans are to send a letter from me and a CIVSA brochure to these schools at my (TTU) expense. I am awaiting 250 CIVSA brochures from Janey. I will follow up with these schools later in the year.

Julian Olivas

Collegiate Information and Visitor Services Association
Region Three Mid-Year Report
Submitted by: Katharine Johnson Suski, Region Three Director
October 16, 2008

- I. On-going Activities
 - A. New Member welcome e-mails
 - B. Respond to new and continuing member questions, and refer when necessary
 - C. Contact members about membership renewal
 - D. Recruit new members through phone calls, personal connections and e-mail

- II. New Activities
 - A. Organizing a region-wide exchange program

- III. Notes
 - A. Membership seems to be increasing in Region 3. There are several new members (some of whom I've spent a good amount of time talking to their admissions directors or staff members at conferences and meetings). It would be very helpful in recruitment to again have a list of all members within the region, including their membership status around renewal time.

REGION IV DIRECTOR REPORT

Report to be presented at 2008 Mid-Year Meeting

CiVSA Archives Committee Report

Submitted for 2008 Mid-Year Executive Board Meeting

Committee Members: Nancy Franco, Yale University
 Betty Spengler, University of Maryland
 LeAnn Stroupe, University of Missouri
 Amanda Tagliaferro, Yale University
 Matthew Weismantel, Rutgers University

The Archives Committee has been designed to preserve the history of the association.

In the summer of 2008, prior to her retirement, Fran Lane at the University of Georgia, forwarded her CiVSA files for review and possible storage. Amanda Tagliaferro has scanned all the appropriate documents, which included early editions of the Welcomer and Conference Agendas.

The Committee has scheduled a meeting at Rutgers University on October 29-30. The Committee will review the CiVSA boxes that have been stored at Rutgers since the time that Rutgers served as National Headquarters. Our goal is for the committee to determine which documents should be archived and begin the scanning process.

MARKETING COMMITTEE MIDYEAR REPORT

1. Names of all committee members (if applicable)
 - a. Ebony Smith, The Ohio State University (co-chair)
 - b. Karenlee Spencer, Eastern Illinois University (co-chair)
2. Name, purpose and goals of the committee or project that places you on the CIVSA Board
 - a. Name- Marketing Committee, founded in the 2008-2009 fiscal year
 - b. Purpose- the purpose of this new committee is to look at strategies to have the CIVSA organization become stronger with current membership, meeting the needs of the members of the organization, and discovering knowledge that could assist our Membership committee to have new members join
3. Committee's activity thus far in the 2008-09 fiscal year
 - a. We have decided to focus on several key areas which we feel can move the organization forward in its membership numbers as well as enhancing its brand in the professional arena.
 - b. Karenlee Spencer and Ebony Smith have held several conference calls to discuss our direction and purpose.
4. Proposed strategies to accomplish the goals/mission of your committee/project
 - a. One of the best ways to plan and implement any marketing program is to first survey both current and inactive members.
 - i. Current members can tell us:
 1. How they heard about the organization
 2. Why they initially joined CIVSA
 3. Why they are still members
 4. How they feel about CIVSA's current offerings (website, list serve, newsletter, conference, research, etc.)
 5. Give us their important feedback through their comments about the organization
 - ii. Past (inactive) members can tell us:
 1. Why they are no longer members
 2. What their perceptions were/are about the organization
 3. What they were/ are looking for in a professional organization to support their work/careers

- b. We feel that we do not know much about past or inactive members, especially the reason(s) they are no longer part of the organization. The results provided from a short survey would give us direction as we work on renewing those memberships...or at least, could provide us with answers so that we might circumvent membership loss for the future. We may discover some holes in our system that we can “plug up” leading to increased sustained membership numbers.
5. Items that will require a decision and/or vote of the executive officers
- a. We would conduct two separate surveys utilizing a resource such as Survey Monkey or other survey tool to be determined by the CIVSA Executive Board.
 - i. This request would require access to contact information of current and prior members of CIVSA. CIVSA headquarters can assist us with that request by providing us with member email information.
 - b. Once the results of the survey are created, we would like to present our findings to the Exec Board. This information can be useful to all committees and helpful for information to be shared at the 2009 Conference.
6. Other pertinent information you believe provides a clear picture of your work and mission. The Marketing committee is just starting in its first year. Its goal is to not replace the Membership committee, but to provide additional information to assist all committees within CIVSA. In order to promote a strong brand, we must know where the brand needs to be developed and cultivated. This committee wants to support the future efforts of CIVSA by understanding its past and present.

CIVSA MIDYEAR REPORT FY 2009

Past Presidents Council

- ❖ Names of all committee members
 - CHAIR: Barb Dallinger, President 2003-2004
 - Tami Tassler, President 2007-2008
 - Troy Selk, President 2006-2007
 - Nancy Franco, President 2005-2006
 - LeAnn Stroup, President 2004-2005
 - Fran Lane, President 1999-2000
 - Denise Wellman, President 1997-1998
 - Matt Weismantel, President 1995-1997

- ❖ Name, purpose and goals of the committee or project that places you on the CIVSA Board
 - Past Presidents Council

- ❖ Committee's activity thus far in the 2008-09 fiscal year
 - We consulted with Janey on an issue about the history of the CIVSA logo. Our role is to be that historical memory for the organization

- ❖ Proposed strategies to accomplish the goals/mission of your committee/project
 - Barb is checking in with Janey monthly to see if she needs anything and will be checking in with the board approx. quarterly to see you all need anything done also.

- ❖ Items that will require a decision and/or vote of the executive officers
 - None

- ❖ Other pertinent information you believe provides a clear picture of your work and mission.
 - Please realize that we're here if you need us. We care deeply about the organization and want to help however we can without stepping on toes or appearing "pushy." Feel free to use us as you see fit.

Regional Evaluation Committee

Chair: Donna Bostwick – Florida State University
Members: Julian Olivas – Texas Tech University
Megan Adams – U. of Louisville
Ebony Smith – Ohio State University

The organization is divided by states into 4 regions, with a 5th region assigned to international institutions. Although the organization is divided into 5 regions, the Committee examined Regions 1-4. Representation and conference attendance, as well as membership from the regions varies significantly. The Regional Evaluation Committee was formed with the purpose of evaluating the regional districts to determine the following:

The number of colleges/universities within each region
The number and percentage of membership within each region
The number and percentage of potential membership within each region

This information will be used to further discussions regarding the potential for growth within regions (should we add another region, should we combine regions, or should we reassign states within the regions?). This would require a decision or vote by the executive officers.

To date, the following has been accomplished:

1. We've determined the number of institutions per region through our research at www.univsource.com/.
2. We've collected the most recent data on member institutions by region.
3. We created a chart (see attachment) to identify institutions within state and region for review and consideration.

Once these questions are resolved, the organization may be able to determine the potential within the regions; thereby, recruiting new members more effectively.

Submitted by Donna Bostwick
Chair, Regional Evaluation Committee
Florida State University

REGIONAL EVALUATION REPORT

Region 1	Colleges
Alaska	14
Arizona	47
California	310
Colorado	43
Hawaii	22
Idaho	16
Kansas	101
Montana	23
Nebraska	30
Nevada	13
New Mexico	33
North Dakota	16
Oregon	52
South Dakota	22
Utah	21
Washington	88
Wyoming	13
Total	864
Total Membership	15
Membership %	1.74%

Region 3	Colleges
Indiana	57
Iowa	60
Kentucky	55
Michigan	81
Minnesota	72
Ohio	139
Wisconsin	75
Total	539
Total Membership	28
Membership %	5.19%

Region 2	Colleges
Alabama	64
Arkansas	46
Florida	102
Georgia	97
Mississippi	37
Missouri	84
North Carolina	123
Oklahoma	46
South Carolina	59
Tennessee	76
Texas	176
Total	910
Total Membership	39
Membership %	4.29%

Region 4	Colleges
Connecticut	44
Delaware	7
D.C.	18
Maine	33
Maryland	56
Massachusetts	115
New Hampshire	30
New Jersey	52
New York	204
Pennsylvania	180
Rhode Island	12
Vermont	26
Virginia	126
West Virginia	32
Total	935
Total Membership	24
Membership %	2.57%

Region 2 also includes Mexico and Puerto Rico, but we have no members.

Region 5 (International) was no included on report, but we have one member. Board may consider including Mexico and Puerto Rico in this region.

Submitted for mid-year report 2008.

CiVSA Research & Assessment Committee

Mid-year Report

October 2008

Committee members:

Denise Wellman, Chair
Jason Edwards, Co-chair
Kim Burdett
Jeremy Hawkins
Clark Lee
Kyle Moore
Andrew Parish
Steve Quintero
Kate Steinbach

Committee Purpose: To share scholarly research and to promote additional research within the field of information & visitor services.

Committee Activity in 2008-09: We have committed to holding one conference call each month however, the call in September was cancelled in that follow up work had not yet been accomplished. We plan to conduct another assessment in late 2008 to determine the research/assessment interests of the Association and will then share this information with the Executive Board for their direction. This would be a study similar to what was conducted at the 2007 National Conference. We also hope to be able to work with the Executive Board on the development of the new CiVSA webpage so that we can collect important variables about information and visitor service programs from each member institution. This information would ideally be collected upon joining the organization and then on an annual renewal basis. One article has been published in the *Welcomer*.

Proposed Strategies: Committee members are suggesting content for the survey that will be conducted in late 2008. We hope to have a conference call each month. Additional articles will be submitted to the *Welcomer*.

Items that require decision and/or vote by EB: We need assurance that the Executive Board will pay the conference registration for any CiVSA member (s) who conducts research and presents at the 2008 National Conference. With this assurance, we will begin to publicize this opportunity. Kim Burdett is the committee contact with the Executive Board as it relates to the revised website. Any action here should be communicated directly with her.

Submitted by Denise Wellman
Chair, Research & Assessment Committee
University of South Carolina

REPORT TO CIVSA Mid-YEAR EXECUTIVE BOARD MEETING

CIVSA Standards Committee & CIVSA Director Council for the Advancement of Standards in Higher Education

1. **Committee Members -**
 - a. **Matt Weismantel, Rutgers – The State University of New Jersey, Chair of Standards Committee and CIVSA Director to CAS**
 - b. **Betty Spengler, University of Maryland – College Park, Member of Standards Committee and Alternate CIVSA Director to CAS**

2. **Committee Purpose and Goals of Standards Committee -**
 - a. **Ensure the viability and appropriateness of CAS Campus Information and Visitor Services Standards and Guidelines**
 - b. **Encourage the propagation and use of the CAS Campus Information and Visitor Services Standards and Guidelines**
 - c. **Actively promote and represent CIVSA on the CAS Director’s Board**

3. **Committee Activities 2008-09 –**
 - a. **June 2008 – Matt Weismantel presented at the CIVSA National Conference at Cal Poly Pomona – “This discussion of standards scares me! Won’t they just make my work more difficult by putting me on the spot?”**
 - b. **Distributed standards promotional materials via the CIVSA quarterly newsletter “The Welcomer”.**

4. **CIVSA CAS Director’s Activities 2008-09 –**
 - a. **Provided CAS Update Reports to the Winter CIVSA Executive Board Meeting and to the CIVSA Annual Business Meeting held in the Spring at the National Conference.**
 - b. **Served in first year as Member-at-Large position with the CAS Executive Board with specific responsibilities related to processes related to the writing of new and revised standards and guidelines.**
 - c. **Served as Chair of the “CAS Wiki Investigation/Implementation Committee”**
 - d. **Served as facilitator of new CAS New Standards and Revision Committee Chair “Support” Group.**
 - e. **Assisted in the planning and facilitation of the CAS Director’s “Train the Trainer” Program at the Fall 2007 CAS Director’s Meeting.**
 - f. **Member of CAS “Team” sent to South Africa in May 2008 to provide 2 multiple day CAS Workshops at Tshwane University of Technology and Cape Peninsula University of Technology.**
 - g. **Facilitated an update of the contextual statement for CAS Campus Information and Visitor Services Standards and Guidelines in preparation for the publication of the new CAS Book of Standards in 2009.**

- h. Matt Weismantel served as elected Member-at-Large of the CAS Executive Committee and as Chair of the Student Union Standards and Guidelines Revision Committee. In these capacities he attended the following meetings:
 - i. CAS Executive Committee Meeting – January 31 – February 2, 2008, Washington, DC
 - ii. CAS Executive Committee Meeting – April 12 – 13, 2008, Washington, DC
 - iii. CAS Director’s Meeting – April 13 – 15, 2008, Washington, DC
 - iv. Student Union Standards and Guidelines Revision Committee Meeting – July 30 – 31, 2008, College Park, Maryland
 - v. CAS Executive Committee Meeting – August 7 – 9, 2008, New York City, NY
 - vi. CAS Executive Committee Conference Call – August 28, 2008

- 5. Proposed strategies to accomplish the goals/mission of your committee/project
 - a. The CAS Director and Alternate Director will continue to maintain active and engaged participation in the activities of the CAS Director’s and Executive Committee.
 - b. Preparation will begin during the next year for the first full revision of the CAS Campus Information and Visitor Services Standards and Guidelines to be completed in 2011.

- 6. Items that will require a decision and/or vote of the executive officers
 - a. None

- 7. Further CAS Updates and Information
 - a. A new CAS Mission Statement was approved: “The mission of the Council for the Advancement of Standards in Higher Education (CAS) is to promote the improvement of programs and services to enhance the quality of student learning and development. CAS is a consortium of professional associations who work collaboratively to develop and promulgate standards and guidelines and to encourage self-assessment”.
 - b. The CAS General Standards were updated and approved.
 - c. The 2008 Ted K. Miller Award in recognition of outstanding accomplishments in advancing standards of practice and quality assurance in educational programs and services in higher education was awarded to Dr. J. Childress, Associate Vice President of Student Affairs, Texas Tech University, and to Dr. S. Marquez-Hall also of Texas Tech University.
 - d. The 2nd CAS Symposium is under development for fall 2009 and will be held over a two day period in Washington, DC.
 - e. Revised Registrar Program Standards and Guidelines were approved.

- f. A process is underway for addressing the revision of CAS's 16 learning outcomes into a different number and format. The proposed new six learning domains are: 1) knowledge acquisition, integration, and application, 2) cognitive complexity, 3) intrapersonal development, 4) interpersonal competence, 5) humanitarianism and civic engagement, and 6) practical competence.
- g. The balance of all CAS funds as of Spring 2008 was \$337,904.21. CAS lost approximately \$23,000 in investment income. Sales have been strong.



2008 Annual Conference Report – submitted by Betty Spengler

The 2008 Annual CiVSA Conference was held June 19-22 at California State Polytechnic University, Pomona. Steve Quintero represented the university as conference host. Anne Peterson (University of Idaho) and Bryan Jue (University of California Irvine) served as Co-Program Chairs. Other committee members included Rosa Lamas-Serratos, and Georgia Balafas (Boston University) (Cal Poly). Betty Spengler (University of Maryland) and Stephen Barnett (University of Kentucky) served as CiVSA Executive Board liaisons.

Hotel: Shilo Inn, Pomona, California
Hotel Room Rate: \$109
Campuses visited: University of California Irvine
Early Bird Registration Fee: \$350
Regular Registration Fee: \$450
Student Registration Fee: \$150
Guest Fee: \$150

Registration Snapshot

Total Registered: 111
Registered members: 95
Guests: 7
Students: 9
Schools represented: 66
States represented: 24
District of Columbia: 2
Canada: 1

Programming Snapshot

Twenty-seven unique educational sessions covering a wide range of topics including personal development, technology, and customer service were offered.

General sessions/panels/keynotes: 5
Number of concurrent sessions: 13
Number of roundtables: 9

Evaluation forms were distributed at each session and a general conference evaluation was distributed electronically following the conference. Data captured on paper was entered online. Results of the general conference evaluation are included in this report. Complete survey responses can be found at www.surveymonkey.com

2008 Annual Conference Evaluation Comments

Question 17: What was the most beneficial or meaningful part of the conference experience?

1.	Networking
2.	Ability to network with colleagues from across the country and learn different techniques that they use in their job.
3.	Networking and sharing ideas with other professionals.
4.	the networking
5.	Going on the Cal Poly and UC Irvine campus tours and the information from the Cal Poly President on changing demographics in high school graduates.
6.	networking
7.	Sharing of ideas and touring colleges.
8.	As always, networking.
9.	Hearing and sharing with others how you do things.
10.	I valued the opportunity to network with my fellow CIVSA members about our work.
11.	networking
12.	Getting to see everyone face-to-face and network
13.	Talking with other attendees. The sessions!
14.	Networking with others and very good sessions.
15.	Building relationships with peers.
16.	Especially enjoyed Barb Dallinger's presentation. There is a lot I can use.
17.	Ability to network and meet with colleagues from similar institutions
18.	great people!
19.	As a corporate member, it was very informative to hear what the needs are of people in Visitor Relations. We also appreciated the opportunity to get to talk to people in a relaxed environment.
20.	Meeting others, networking, sharing experiences, the beautiful sites and places that we went to, the presentations and materials were very well done. Food was outstanding, the hotel was very nice.
21.	Networking and sharing of ideas.
22.	I loved hearing from the student ambassadors. What a neat treat to have students actually attend the conference.
23.	The networking with other colleagues at other universities/colleges - being able to share best practices with them and ask them about their procedures.
24.	Networking with professionals from other colleges and universities
25.	Meeting people in my same field.
26.	The networking and getting to know everyone at the conference. Also, I really enjoyed Dr. Ortiz's speech as well as the Disneyland Community Relations presentation.
27.	Networking time with all participants, best practices in hospitality suite, roundtables.
28.	The concurrent sessions I attended were very helpful!
29.	The interaction & networking with my colleagues
30.	Dr. Ortiz was very inspiring. I loved all the sessions I attended.
31.	Networking
32.	Stephen Barnett
33.	connecting with other professionals in the same line of work
34.	I really liked the excursions to Huntington Beach, Kellogg Mansion and Queen Mary--it was free time to meet other people and hear about their jobs while being in a fabulous place.
35.	Networking, loved the newcomers breakfast for networking
36.	Just general knowledge gained.
37.	meeting other people in the same line of work
38.	Shared experiences and new ideas I was able to bring back.
39.	Having time to talk with the reps from other schools and learning about how their programs work. I got tons of ideas!

40.	talking to others that have the same responsibility as I do for tours
41.	I felt very welcomed as a first-time attendee. It is obvious that you all put a lot of thought into how to make the newcomers feel welcome and appreciated. I guess I would expect that from a bunch of people who spend their professional time in customer service!!! I also very much enjoyed the informal times with colleagues where I could ask them "how do you do selection of tour guides? How do you do training?" That was incredibly helpful.
42.	Networking, keynote speakers, free-time to explore, Laura's session, Disneyland speaker, Irvine tour.
43.	Interacting with friends at other colleges & universities to learn about their practices and operations.
44.	Networking and learning new ideas etc. Also seeing our wonderful CiVSA friends.
45.	Networking and understanding the uniqueness of others' programs through conversation.
46.	The opportunity to meet and interact with others are doing jobs similar to my own. Others on my campus don't necessarily understand the issues that I deal with on a daily basis. The people that I met at the conference did.
47.	Learning what works from other schools.
48.	region competitions, not so much for the competition but for the structured free time- a great way to bond with folks!
49.	The sessions and presentations where I got new ideas to improve recruitment at my workplace.
50.	Networking
51.	The networking and relationships
52.	Re-connecting with old friends and meeting new people (and having their enthusiasm re-energize me!)
53.	The networking is always beneficial. I also like the team competitions, but need to be a little more organized.
54.	Networking
55.	Getting to know my peers in the field. Sharing ideas with them.
56.	Networking and sessions.
57.	Meeting with others in our profession and sharing common experiences or new practices.
58.	The best practices room and the opportunities to have meaningful discussions about our programs spurred on by session/roundtable topics

18. What did you like least about the conference?

1.	Hotel
2.	Really feel stranded in Pomona since it's away from other things. I would've liked to have more sessions and the ability for other roundtable type of discussions.
3.	I think it would be nice to have just a little more free time to explore the area.
4.	Shuttling in between the hotel and various campuses and the beach etc. Too much wasted time. You could do the campus tours as a pre-conference workshop. Also- food was repetitive- too much mexican!
5.	Need to encourage networking. there were people who stayed with their own group; you could see this during breakfast ...
6.	Opening speaker.
7.	I would have loved to get to know people like the newbie's did with their icebreaker breakfast. I missed that the year before and never really bonded with anyone until this conference because one of our people from UTSA was a newbie and introduced me to other newbie's and we hung out together.
8.	That, because of my personal scheduling conflict, I couldn't stay for the entire conference!
9.	shuttle buses. The Queen Mary was too far away. It took almost as much time to get there and get back as was spent on the ship.
10.	The amount of walking in the heat - I know the weather is out of anyone's control, but perhaps plan less walking in a predictably HOT venue.
11.	Lots of time to talk with other attendees and swap ideas.
12.	Not enough time at Disney! (But that's understandable.)
13.	It would have been nice to have all the sessions in one place and not require so many transportation logistics.
14.	The HEAT! But that couldn't be helped. There was a lot of emphasis on tours and tour guides which is not applicable to my operation at all.
15.	most of the speakers at the general sessions. Spent allot of time on buses between venues.

16.	I missed my connecting flight from DC to Binghamton so I had to sleep in Dallas airport to make the next morning flight.
17.	Not as many sessions.
18.	shuttle buses
19.	The speakers this year were not very strong. I did not care that you were required to be with the group all day non-stop - not very easy to stop by your room and check e-mail for an hour (for example).
20.	Too many concurrent sessions that I wanted to attend but couldn't... but I suppose that's a good thing because it means a lot of great presentations were available
21.	I would like to have more free time.
22.	Nothing!
23.	last keynote...topic VERY important however; difficult to present that type of information after lunch.
24.	Not having the handouts to take back with me.
25.	All the griping and complaining about the conference by people who had no idea all that went into the conference the way it was...the committee did a GREAT job
26.	The weekend schedule
27.	Taking long trips on buses
28.	I was EXHAUSTED by the end -- a little long, but it was very worthwhile!
29.	all the driving between locations, and too many keynote addresses
30.	I'm not crazy about the competition between the 4 regions.
31.	Wished the "i" in CIVSA would have been addressed more. One example, I learned there were many with Call Centers such as I am trying to build and yet no session really focused on it except as a passing note in one I attended.
32.	Slave to the transportation
33.	Almost total focus was on tours.
34.	There wasn't anything I didn't like, although it was very very busy, so I was a bit tired.
35.	selection of food for lunches - was always just about the same
36.	There honestly wasn't anything I liked least.
37.	Closing dinner needs to be a little longer-there wasn't enough time to eat, speakers, explore the Queen Mary, and dance. Also the lunch at Irvine-we were the last table called and they were out of most of the food.
38.	The amount of time we had on our own/down time.
39.	The location of the host institution/hotel.
40.	That I had to leave early!
41.	Being dependent upon shuttle busses to get around.
42.	Being outside (campus tours, groups photo, etc) during the heat of the day. Better to get those done in the AM when heat advisories are in effect.
43.	running out of desserts
44.	Some of the conference sessions were not what they Stated.
45.	The hot weather:)
46.	Keynote speakers. The kick-off speaker was especially poor.
47.	Transportation issues and not being able to walk anywhere close by the hotel.
48.	Lots of time spent on buses
49.	After the first day/day and a half there is a tendency for people to seek out the same people or click, so some forced mingling might be appropriate.
50.	Time spent traveling back and forth from facilities/venues.
51.	The length
52.	Too much time spent driving. Would love to use that time for more sessions.
53.	The conference hotel left much to be desired. Also, I felt like the "what we think of the job" panel should have been better moderated. We spent the time talking about logistics of the programs rather than what they need from a supervisor or how they would improve the program. Overall, I would like to see us use our student colleagues better in these conferences. I know that the purpose of the conference is to build professional relationships, but I think there is much to learn from the students in attendance.

20. What kinds of sessions would you like to see included at future conferences?

1.	Customer Service techniques when training new staff, how to effectively train student staff, how to engage student leaders, to pay or not to pay guides? continuous improvement and learning for veteran tour guides, Facebook guidelines how to stay in line with University policies.
2.	Group Tours/Information sessions
3.	Maybe a motivational speaker, maybe a presentation on developing good communication skills, maybe more on technology for visitor sites - registration tools, email campaigns, etc., maybe something about the generation we are currently serving, maybe something on listening skills (what is the visitor really wanting to know?), maybe something on dealing with difficult people.
4.	Higher education professional development. Sessions designed for institutions w/similar needs and set-up.
5.	More examples of programming, tour guide training, giveaways, overnight programming, budget, and recruitment.
6.	I would be very interested in a session dedicated to student staff training, etc.
7.	new technology, more sessions that include student employee prospective, how to avoid professional burnout, improving communication
8.	More about accommodating groups, working with campus departments (parking, maps, communications), and logistics of student employment and office structure.
9.	Supervisory skills; managing professional staff.
10.	A session on generational differences.
11.	more on learning outcomes, conducting assessment, online reservation systems
12.	I would like to have samples of other campus' information sessions. I'll send out that request through the list serve.
13.	more options about specific areas-choosing ambassadors, different types of events, tour development, starting a volunteer program, etc.
14.	examples of how a typical college visit is structured: i.e. info session shuttle to campus, walking tour, shuttle back to visitor center, etc. There would be a wide range of how this is accomplished.
15.	I would like to hear more about vendors and their services.
16.	I would like to see more sessions focused on Information Desks. There were a lot of sessions geared toward Tour and Admissions programs. Even basic student sessions would be beneficial for all participants.
17.	tours other than for prospective students, Visitor Center departmental development within campuses and universities.
18.	Special Group Information, Information on Scavenger Hunts, Technology used in Visitor Centers,
19.	The Experience Evangelist guy at TargetX needs to be a speaker at a session that all the group attends. I keep hearing about him and it sounds like he should connect with CIVSA.
20.	Continued discussion about student worker/tour guides and technology
21.	Professional keynote speakers
22.	more practical/useful sessions repeated so that you won't miss them
23.	Call Centers and Information Center Sessions to balance the Visitors side
24.	More on information sharing- a better mix of all aspects of Information & Visitors Services
25.	Being a small university, it would be nice to have a session just with others from small schools to see how they specifically organize their programs.
26.	continue sessions about special group tours

2 7.	I would love to see a roundtable discussion on how people do selection and training since that is so key to the ongoing health of our tour guide organization.
2 8.	I have a small campus tour program so I enjoyed attending some of the sessions relating to tour programs. However, I would have liked to have seen more sessions regarding customer service and campus information in general. Not everyone that attends the conference has a tour program on such a large scale or a tour program at all.
2 9.	More sessions with students/ tour guides as the speakers/panel. It's great to hear their perspective!
3 0.	I would like to see more information in regards to the research related to our profession. There could be a greater emphasis on best practices as well.
3 1.	staff training & development; incentive programs for tour guides
3 2.	Another session from student tour guides would be great. Session on research results?
3 3.	I was thrilled to see so many topics of interest to me, but a bit disappointed that they were ALL offered at the same time (Murphy's Law, I suppose).
3 4.	more sessions throughout the day.
3 5.	Successful strategies to recruit out-of-state students.
3 6.	More sessions on unique things people are doing on their campuses; sessions focused on new people (new to the profession or first conference), and a few sessions focused on people who have been in this profession or coming to this conference for a long time. Maybe even some things like renewal or regaining enthusiasm for your job.
3 7.	More on Legal Issues affecting us
3 8.	Visitor Relations management topics, i.e. specifics on budgets, audio tours (GPS), database management, etc.
3 9.	More depth; seek out speakers outside of CiVSA
4 0.	It would be great if the sessions were tracked so that you can be sure sessions apply to attendees during each round i.e. Student Adviser track, Visitors Center Track, Call Center track, Event planning track,
4 1.	Information Center sessions: Data gathering, training, how to take your info center to the next step, how to let people know about your information center.
4 2.	I would love to see Jeff Kallay present at the next conference. I think that his experience in campus visit research would be invaluable to our audience.
4 3.	I would like to see us use more data in presentations and continue to use outside influences for inspiration in our jobs - I'm nearly addicted to saying "it's my pleasure" rather than "you're welcome".

22. Please provide any other comments or feedback you would like to share.

1.	We need to be sure that our keynote speakers are informative, dynamic and stay on topic.
2.	Why were there NO exhibitors? Having exhibitors is a good way to defray conference costs, and also provides valuable information to attendees. Need ribbons for the name badges to easily identify first timers, presenters, conference committee, exec board members etc. really helps with networking and meeting new people. I was disappointed with the Annual Meeting format- hold it over a meal- then you are making the most of people's time, and more people will feel compelled to attend. Also- PASS OUT REPORTS instead of reading everything. It will move faster and everyone "should" be able to read- we do work in higher ed. I thought it was interesting (and not in a good way) that the elections for Exec Board was by secret ballot and then elections for Reg Directors was in a group sitting in a parking lot. If I felt like I wanted to "challenge" the incumbent it certainly was not an environment conducive to do that. Overall, for a conference supposedly planned by individuals that host guests and plan events as part of their job responsibilities I was pretty disappointed.
3.	I love that we are having during the week next year.
4.	I appreciate the personal, friendly feel of this organization and conference.

5.	While the gifts for presenters were very nice and much appreciated, perhaps in the future they could be smaller and/or less expensive. It was hard to take the basket back on a plane. Also, I think most presenters would be happy to present even if they did not receive such a big gift. Could that money be saved to reduce the registration fee for all? And maybe fewer awards given out at the very end? They are nice but it felt a little overdone.
6.	I really would like to see more opportunities for interaction with other Civsa members on a casual basis. Another mixer, cocktail hour or just a better place to "hang out".
7.	Luncheon speaker (from Hospitality at Cal Poly) poorly prepared and all over the place. Could have been a great presentation but the delivery was problematic and therefore the session lacked credibility.
8.	We thought the conference was great, and could have been just as effective had it been cut one day short.
9.	I am still new at this position and to CIVSA but since I enjoyed the conference so much I will be assisting Josh in region 4 with recruitment and support for Boston 09
10.	Great job to the Planning Team/Committee. Looking forward to next year!
11.	I really appreciate all the hard work that went into planning this conference. I enjoy meeting new people and hearing that they have some of the same work issues that I do. Everyone is so nice!
12.	Excellent job! I really enjoyed the conference and look forward to more to come in the following years!
13.	Great conference, well planned, and very informative.
14.	Once again, it was wonderful!
15.	Did I say no weekends?
16.	I would like to see some surveys to the membership about their feelings on the conference being more compact with the roundtable and concurrent sessions packed into 2-2 1/2 days, and having optional pre-conference agendas where the touring different campuses might be possible. I think there may be a call from administrators on the economical costs of the conference when so much of it is not truly "professional development". Don't get me wrong I think this is the most fun conference I have ever attended and would love for it to continue and be a week long...just thinking logistics and budgets within the future economy.
17.	We need better keynote speakers at future conferences.
18.	A really good conference but I really have to have the call center and information piece to be able to justify going to the conference again.
19.	My first conference, I had a wonderful time and enjoyed meeting everyone. Even though I thought the focus was limited I was still able to bring back some great ideas to AACC.
20.	Great job to those who planned this conference! I think you'll see a lot of good come out of it.
21.	Provide bottled waters each day and also provide a sessions notebook to take notes.
22.	Overall, the conference was great. I would like to see there be many more optional activities that would appeal to a variety of people.
23.	Loved the conference! Can't wait until next year.
24.	Even if it's not me attending, someone(s) from ASU will attend. Thanks for a great conference!!
25.	Steve did an AMAZING job- Thank you!
26.	I am afraid budget constraints will prevent me from attending next year.
27.	The beach trip was lovely as was the Kellogg reception. Not sure the Queen Mary was worth the drive and costs of the busses. It was nice though.
28.	Thanks for the hard work! Great conference!
29.	While somewhat controversial, I would like to see CIVSA host a vendor fair. There are many products out there that I was not even aware of and would like to see them at the conference. I see this as another opportunity for learning and development.

Treasurer's Report - 2008 Annual Conference at Cal Poly Pomona

Total Income = \$45,509.00

# of Participants	Fee	Total Income
89	\$350.00	\$31,150.00
9	\$150.00	\$1,350.00
5	\$150.00	\$750.00
3	\$425.00	\$1,275.00
4	\$450.00	\$1,800.00
6	\$500.00	\$3,000.00
1	\$110.00	\$110.00
1	\$50.00	\$50.00
1	\$50.00	\$50.00
Total		\$39,535.00

Corporate Sponsor	Fee
Campus Publishers	\$500.00
Shilo Inn Rebate	\$5,474.00

The amounts below represent estimates from the Conference Host's bids in the following areas:

Facilities	Food	Printing	Entertainment	Speakers	Transportation	Gifts/Supplies	Decoration	Misc.
\$9,623.70	\$21,126.53	\$3,477.08	\$600.00	\$1,084.00	\$5,628.13	\$5,496.70	\$4,170.71	\$91.17

Total Disbursements = \$50,199.60

V #103	5/19	Save the Queen LLC	2500.00	CPP - Closing Dinner Deposit
V #110	6/6	Gold Coast Tours	887.40	CPP - Transportation
V #114	6/24	Farm Store @ Kellogg House	534.00	CPP - Presenter Gifts
V #115	6/26	Kellogg House	3486.72	CPP - Opening Ceremony
V #126	6/24	Zack's at Huntington Beach	3232.50	CPP - Dinner at beach
V #117	7/18	Gold Coast Tours	107.10	CPP - Transportation
V #118	7/22	Troy Selk	348.53	CPP - Foot Awards
V #123	7/23	Travis Pentz	900.38	CPP - UCI goodies
V #116	8/22	Anaheim YMCA	500.00	Honorarium for Jill Bolton
V #124	8/4	Bryan Jue	342.92	Reimb for conference expenses
V #127	8/6	Bronco Copy N Mail	544.65	Payment of Printing for conf.
V #128	8/7	Bronco Student Center	3177.75	Payment for Room fees at conf.
V #130	8/4	First Transit, Inc.	1368.79	Payment for shuttle at conf.
V #131	8/1	Steve Quintero	29469.82	Reimb for conference expenses
V #133	8/20	University of Idaho	2199.04	Reimb for conference expenses
V #129	9/10	Alex Quintero	600.00	Payment for DJ at conf. dinner

Total Loss on the 2008 Conference = \$4,690.60

The Collegiate Information and Visitor Services Association invites proposals from member institutions to partner with CiVSA to host the Annual Conference in June 2009.

Annual conferences, historically held the first week of June, are an important aspect of CiVSA's work and we hope institutions that have participated in past conferences will consider hosting a future CiVSA Conference. While hosting the conference is a significant commitment, it is an exciting opportunity to showcase your campus, expand relationships with colleagues from across the country, and enjoy the satisfaction of providing top quality educational and social activities for your colleagues.

To assist you in considering this opportunity, this document sets the criteria for a Bid Proposal and outlines some background information and past practices in organizing the conference.

To offer your bid to host the conference, please submit a proposal that clearly demonstrates your proposed path to success as Conference Host. The CiVSA Executive Board will make a decision based on your proposal.

Questions should be directed to:
Tami Tassler, CiVSA President,
239 590-7989 Phone
239 590-7715 Fax
ttassler@fgcu.edu

We look forward to your interest!

YOUR BID PROPOSAL – REQUIRED INFORMATION

Your bid proposal must include required information. Supplemental information, including photographs and brochures, which will provide a better understanding of what your campus has to offer as a host site are welcomed.

I. Host Institution Information

Name, address

Proposed date of conference

Web address

CiVSA Region

Closest major city

Name, title and contact information (phone, fax and email address) of person who will be designated as the Host Representative

Name, title and contact information (phone, fax and email address) of a secondary person who will represent the institution on the Conference Committee.

A brief overview highlighting the host institution's ability to plan and execute a successful conference for approximately 100-150 attendees

A campus map and a visitor guide to the city

Places of interest such as nearby attractions and other college campuses

II. Hotel Information

Provide the name of the preferred conference hotel and an alternative. Include the following information for both hotels:

Hotel Name

Location/Address

Phone and Fax Number

Total number of rooms at hotel or demonstrated ability to secure block of up to 100 rooms

Negotiated Conference room rate for June 2009

Description of conference facilities, including meeting/banquet rooms and catering

Description of accommodations, including lodging, amenities, recreation facilities, meeting rooms and public areas, accommodations for guests with disabilities, and availability of non-smoking rooms/floors

Description of restaurants, shopping, and nightlife within a five-block radius of preferred conference hotel

Transportation Information

Distance of Host Institution from major airport (miles and travel time)

Distance of Host Institution from preferred conference hotel

Available transportation modes and costs between major airports and preferred conference hotel (shuttle, taxi, etc.)

Available transportation modes and costs between Host Institution and preferred conference hotel

IV. Dining Information

Description of possible venue for closing conference dinner

Identified dining options for meals included in conference registration cost

IV. Conference Site Information

Description of location for conference sessions, including keynote address, concurrent and roundtable sessions, and business meeting.

Audiovisual and technical support

SUPPLEMENTAL INFORMATION FOR CONFERENCE PLANNING

CONFERENCE BUDGET/FEEES

Once established, the Conference Planning Committee determines a budget, establishes a recommended registration fee, and presents the information to the Executive Board for approval. Conference fees collected must cover all costs incurred by the Association. Some past Conference Committees have been able to secure sponsorships to help supplement the budget, with approval from the Executive Board.

HOTEL CONSIDERATIONS

Items to consider when selecting a hotel include:

Rates reasonable for surrounding area

Location near major air transportation hub or area with ease of access

Location within reasonable distance of host institution and dining options

Comfortable/attractive rooms

Onsite conference banquet and conference facilities

Ability to secure a room block of 100 rooms at the Conference Hotel or a total of 100 rooms at a combination of the Conference Hotel and a comparable facility within walking distance

Conference rates guaranteed 3 days prior to and after conference

Room guaranteed with major credit card. Cards should not be charged until date of arrival or no-show without cancellation

Clause to protect Association in event the hotel closes or changes owners

Clear cancellation policy with specific costs if conference is cancelled

Negotiate parking arrangements for conference attendees

Lobby area for conference registration

Availability of ground transportation to hotel from airport

DINING CONSIDERATIONS

The closing dinner can be the highlight of the conference experience. While it is not necessary to determine the location for the purpose of bidding the conference, the location of this event and elements that will make it a memorable experience should be considered. Including ideas regarding this event will make your bid package more complete. Other meals included in the conference registration fee will be determined when fees are set.

TRANSPORTATION CONSIDERATIONS

Transporting conference participants between the conference hotel and activities held at the conference host institution is one of the most significant expenses associated with the conference. While registration fees may cover some or all of this cost, host institutions have historically been able to greatly reduce or absorb this cost by using campus transportation. Holding some or all conference educational sessions at the conference hotel can also offset these costs.

CONFERENCE SITE CONSIDERATIONS

Conference activities, including general and concurrent sessions can take place at the host institution, at the conference hotel, or a combination of both. The meeting space should be able to accommodate 100 –150 people for general sessions and four break out rooms with a minimum seating for 45 people. Ideally, meeting space for concurrent and roundtable sessions will be located in the same general area, allowing participants to move quickly between sessions. The following should be considered when determining the location of the educational portion of the conference:

Availability, cost, and ease of transporting participants between conference hotel and host institution

A variety of rooms to accommodate general and concurrent Sessions. (General Sessions—100-150, classroom or theater style; 4 breakout rooms for Concurrent or Roundtable sessions accommodating 45 people in a classroom style or roundtable setting.)

Flexible policy concerning audiovisual equipment, allowing the presenters to use own equipment (laptops) or ability to secure from host institution or conference facility

Computer and Internet access, LCD projector, and sound system in general session room

Ability to provide technical support for keynote address if needed

Access to television, VCR, DVD, computers, easels and other equipment that may be required by presenters

A vendor display area, preferably in a lobby where breaks would occur. Must be accessible to electrical outlets

ADA-compliant facilities

CONFERENCE PLANNING AND STAFFING SUPPORT

The CiVSA Annual Conference involves a working partnership between the host institution and the CiVSA Executive Board. In addition to support from the CiVSA Executive Board, additional committee members will be identified to work with the host institution to help plan a successful conference. We request that one person be identified in your Bid Proposal as the primary host representative for your institution, as well as a secondary person who will be actively involved in the planning process. Host institution staff support is extremely important, particularly with coordination of transportation, staffing registration, and providing tours of your campus. Historically, Campus Ambassadors or student employees have provided much of the onsite staffing during the conference. To ensure consistency in branding and quality of programming, the Executive Board will review and approve the final conference schedule and all printed materials prior to publication or distribution.

PROGRAMMING CONSIDERATIONS

A Program Chair will be identified to work with the host institution to coordinate the educational portion of the conference. The sample schedule from the most recent conference is included for informational purposes. While the Conference Committee has flexibility in determining the schedule, ample educational opportunities must be provided. The following elements must be included:

Keynote/Plenary address

Concurrent and Roundtable sessions

General Business Meeting

Executive Board Meetings

Closing Dinner



2009 ANNUAL CONFERENCE BID PROPOSAL

I. Host Institution Information

Boston University

Commonwealth Avenue

Boston, MA 02215

Proposed date of conference: June 2009 (flexible on exact dates but prefer to avoid Harvard & MIT's Commencement)

*Harvard Commencement: Thursday, June 4, 2009

*MIT Commencement: Friday, June 5, 2009

Web address: <http://www.bu.edu/>

CiVSA Region: District I

Closest major city: Boston, MA

Host Representative:

Georgia Balafas

Director, Campus Information & Visitor Relations

25 Buick Street, 1st floor

Boston, MA 02215

(p) 617.353.4017

(f) 617.353.3178

e-mail: gbalafas@bu.edu

Secondary person:

Amy Hook

Assistant Vice President for Strategic Communications

25 Buick Street, 1st floor

Boston, MA 02215

(p) 617.353.2399

(f) 617.353.3178

e-mail: amyhook@bu.edu

Boston University is an internationally recognized institution of higher education and research with more than 32,000 undergraduate, graduate, and doctoral students from all over the United States and 140 foreign countries. The University takes pride in a tradition of academic excellence and a history of advancing positive social change. The fourth-largest independent university in the United States, Boston University has two primary Boston campuses, study-abroad and internship programs in 22 foreign countries around the world, and numerous multidisciplinary centers and institutes that are central to the University's research and teaching mission.

The vibrant urban life of Boston and the multitude of extracurricular activities on and off campus

offer unlimited possibilities beyond the classroom. The diversity of the student population, the opportunities for community engagement, and the wealth of cultural offerings in this city enrich and complete the rewarding educational experience.

A campus map and a visitor guide to the city

Online BU maps: <http://www.bu.edu/maps/>

Greater Boston Convention & Visitors Bureau Website: <http://www.bostonusa.com/>

*I will mail campus maps in addition

Places of interest such as nearby attractions and other college campuses

Museums:

- Museum of Science
- Museum of Fine Arts, Boston
- The Children's Museum
- Harvard Museum of Afro-American History
- USS Constitution Museum
- Isabella Stewart Gardner Museum
- New England Aquarium
- John F. Kennedy Museum and Library

Attractions:

- Quincy Market/Faneuil Hall
- Freedom Trail
- Harvard Square
- Boston Public Garden
- Opera House
- Newbury Street Shopping
- Boston's North End for Italian Fare
- Trolley Tours
- Boston Duck Tours
- Fenway Park Tours
- Boston Harbor Cruises
- Blue Man Group
- Shear Madness
- Cambridge Galleria Shopping
- Sports Events (Red Sox, Celtics, Patriots, Bruins)
- Prudential Center/Top of the Hub

Other College Campuses:

- Harvard University
- MIT (Massachusetts Institute of Technology)
- Boston College
- Northeastern University

II. Hotel Information

First choice hotel:

Hotel Commonwealth

500 Commonwealth Avenue

Boston, MA 02215

(p) 617.933.5000

(f) 617.266.6888

Website: <http://www.hotelcommonwealth.com/>

Memorable and resplendent, Hotel Commonwealth is the grand cornerstone of Boston's new Kenmore Square - the gateway to the city's many neighborhoods, cultural and historical attractions and steps away from world-renowned medical institutions and universities and Fenway Park. Offering classic style with a contemporary edge, this acclaimed independent 150-room luxury hotel features oversized, elegantly appointed guest rooms, exceptional amenities and gracious, personal service that provides a pleasant surprise each time you stay. A destination unto itself, Hotel Commonwealth's notable list of on-site offerings includes two celebrated restaurants, a gallery of outstanding retail shops and a stylish lounge. Located at 500 Commonwealth Avenue, the Hotel Commonwealth is within walking distance to all Boston University Charles River campus divisions.

Amenities include:

- Deluxe guest rooms
- Complimentary high-speed Internet access & Wi-Fi
- Dual line wireless phone with range throughout the hotel
- CD/DVD players in all rooms with complimentary DVD lending library
- Luxury Italian linens
- Stately, oversized writing desks
- L'Occitane bath amenities
- Turndown service daily
- Room Service by Eastern Standard Kitchen & Drinks

From casual to sophisticated, Hotel Commonwealth Boston's unrivaled restaurants offer creative menus for breakfast, lunch, dinner and catered affairs – making Hotel Commonwealth a popular Boston dining destination for visitors and locals alike.

Great Bay

Visitors and critics agree - Hotel Commonwealth has brought new life to the Boston restaurant scene. With Great Bay, we offer Best of Boston dining, right inside our doors. From immaculate seafood to tender cuts of meat, organic vegetables and imaginative accompaniments, Great Bay provides the brilliantly creative cuisine that will make you want to visit again and again.

Eastern Standard

Eastern Standard offers casual fare breakfast, lunch, dinner and pre/post Red Sox games. It also features the only al fresco dining experience in Kenmore Square!

The Foundation Lounge

A true lounge experience complete with champagne, martinis, sake, Zensai: Japanese appetizers and plush comfortable seating, The Foundation Lounge, Boston combines high-end cutting edge design with an ambiance of warmth and inclusiveness and a year round outdoor patio.

Meeting spaces are available for breakout sessions to host round-table events with A/V capabilities. (Please refer to attached handouts on meeting space)

Along with the above mentioned restaurant options, Kenmore Square is filled with many other dining options including, but not limited to: McDonalds, Dunkin Donuts, UBurger (burgers), Beerworks (American), GameOn (American), Bertuccis, Unos, Petit Robert (French), and Brueggers Bagels.

Total number of rooms at hotel or demonstrated ability to secure block of up to 100 rooms: Yes, have 150 room capacity

There are several retail options located at Hotel Commonwealth, including:

Century Bank

A locally owned, community-focused full service commercial bank where personalized service is paramount.

Commonwealth Books

Vintage used book shop featuring diverse selection of books, with particular emphasis on the arts, architecture, history, literature, philosophy, and religion.

Hunt's Photo and Video

Hunt's New England's largest supplier of photographic, video, digital imaging equipment and accessories.

Jean Therapy

Custom fit jeans and accessories tailored on site.

Panopticon Gallery of Photograph

Panopticon Gallery of Photography is one of the twelve oldest galleries in the United States dedicated to showing fine art photography. Panopticon exhibits local contemporary work in addition to photography from around the United States and Europe. Panopticon Gallery also specializes in producing and selling contemporary archival reproduction photographs from noted historical collections of photographs from around the world. In the Hotel Commonwealth you may find and image you fall in love with, and take it with you, or utilize their shipping services. Books, postcards, and posters are for sale.

Persona Jewelry

As a luxury lifestyle boutique, Persona Jewelry+ blends fashion forward pieces with those that are timeless and classically elegant. Featuring the work of local, national and international designers chosen for their one-of-a-kind craftsmanship, Persona has the ability to fashion a range of personal styles. On-site jewelry design makes Persona a rare gem in the city as clients can participate in the custom design process as much or as little as they please. From engagement rings to causal pendants, jeweler and co-owner Gary Shteyman can create something exclusively for you. In addition to the diverse collection of jewelry, Persona features designer handbags and novelty gift items. Find the richness in what makes Persona a true treasure in this historic city.

Select Car Rental

Unique luxury car rental featuring Mercedes, Jaguar, Porsche, at market prices.

Twig

Your neighborhood floral studio specializing in customized arrangements for any occasion.

Wine Gallery

Gourmet wine and food shop.

Nantucket Natural Oils

Offers the true designer and original perfume oil mix of every commercial perfume for men and women.

There are plenty of shopping opportunities right inside Hotel Commonwealth's door at their retail gallery, but for more shopping, the Back Bay has the intriguing one-of-a-kind boutiques and exclusive name brand shops along the blocks of historic Newbury and Boylston Streets. Just minutes away you'll find a distinctive indoor shopping experience offered by the adjoining Copley Place and Prudential Malls. And, with the area's outdoor cafes and a complete array of

exceptional restaurants, dining in the Back Bay is always a delicious and entertaining experience.

Negotiated Conference room rate for June 2009:

Currently \$229 per night (if BU were to win bid, group rate would be negotiated)

Second choice hotel:

Hyatt Regency Cambridge

575 Memorial Drive

Cambridge Ma. 02139

(p) 617.441.6482

(f) 617.441.6489

Website: www.cambridge.hyatt.com

Negotiated Conference room rate for June 2009:

Currently \$239 per night (with the exception of the first week in June 2009 due to MIT and Harvard Commencements).

(*Might be able to reduce the rate further once dates are narrowed down)

Amenities:

The 900 square foot suite offers a panoramic view of Boston skyline and the Charles River while the interior balcony overlooks the hotel's atrium lobby. The spacious living room offers entertainment center with Bose® sound system, TV with remote control, data port, wireless or high speed Internet (\$9.95 per day). A small dining area includes a wet bar, ice machine, fridge and coffee maker. The master bedroom offers (1) king-size Hyatt Grand Bed with ultra-plush pillows, the softest of sheeting, a thick down blanket – all piled atop an irresistible pillow-top mattress. If needed, a second bedroom with (2) Grand Beds is available. The 10th floor University Suites offer a Jacuzzi tub. Plus, includes all standard guestroom amenities.

- Coffee Maker
- Hairdryer
- Large Work/Desk Area
- Voicemail
- TV with Remote Control
- Cable Movie Channels
- Additional Pillow and Blanket in Closet
- Crib/Rollaway (upon request)
- Full Bath Amenities: Shampoo, Conditioner, Shower Cap, Bath & Hand Soap
- Video Account Review
- Video Messages
- Iron/Ironing Board
- Wireless or High Speed Internet (usage fee)
- Computer Data Port
- Two Telephones with Message Light
- In-Room Pay Movies
- Individual Climate Control
- AM/FM Alarm Clock Radio
- Electronic Door Lock
- Turndown (upon request)
- Video Checkout

Dining options

Zephyr On The Charles features cuisine using the freshest seasonal ingredients. Zephyr also provides a low-carbohydrate menu for the health conscious. Zephyr with floor to ceiling

windows directly overlooks the Charles River. An outdoor terrace offers seasonal seating for lunch, dinner or cocktails.

High Speed Internet access is available in Zephyr on the Charles restaurant. Zephyr's lounge, with intimate grouping of comfortable armchairs, couches, and table provides guests with a relaxing atmosphere.

Although dining and retail options are not within walking distance from the Hyatt Regency Cambridge - the Cambridgeside Galleria (large shopping mall), Kenmore Square, and Copley Place/Prudential Center (shopping & restaurants), Newbury Street and Boylston Street (shopping and restaurants) are a very close drive away.

Negotiated Conference room rate for June 2009:

Currently \$239 per night (with the exception of the first week in June 2009 due to MIT and Harvard Commencements).

(*Might be able to reduce the rate further once dates are narrowed down)

Conference facilities, including meeting/banquet rooms and catering

Welcome reception:

The Castle
225 Bay State Road

The Castle, a graceful, vine-covered Tudor revival mansion, is available for functions, receptions and conferences, and is considered to be one of the most elegant wedding locations in Boston. The Castle accommodates up to 92 people for a seated dinner, and up to 125 for a standing reception.

Panel Discussions/Sessions:

School of Management (SMG)
595 Commonwealth Ave

The Rafik B. Hariri Building, home to the School of Management, is unique in its architecture, sophistication, technology, and amenities.

- Opened October 1996
- 25 classrooms with multimedia and distance learning capability
- 375-seat lecture hall
- 5 computer labs
- Executive Leadership Center: dedicated to executive education programs
- In-house Frederick S. Pardee Management Library
- Breadwinners deli and a fully-wired Starbucks café
- Wifi throughout, plus a fiber optic network that provides Internet and intranet access from every classroom seat and all common areas
- First floor copy center

Breakfast or Coffee Break option:

BU Experience
602 Commonwealth Avenue

The Boston University Experience is a unique and compelling multimedia presentation that showcases the University's long—standing tradition of academic excellence and leadership for social change. This state-of-the-art facility is one of a kind-no other university or college has such a facility!

Boston University's heritage is highlighted through recollections about the people who made our history. We take pride in our research and academic achievements, our international connections, and our ideals of inclusion and community engagement. You will recognize familiar faces and memorable names in the profiles of present and past faculty and students and their

accomplishments. Most importantly, you will see that the spirit of Boston University is intellectual, daring, and diverse.

In addition to learning about BU's history, this would be a great location for a coffee break or breakfast spot.

III. Transportation Information

Distance of Host Institution from major airport (miles and travel time):

5.7 miles and about 14 minutes drive

Distance of Host Institution from preferred conference hotel

A few minutes walk to Boston University and the green line t-stops (Kenmore Square t-stop is just outside of Hotel Commonwealth's door for easy access to Boston (inbound) or to all Boston University facilities/offices (B Line outbound) if someone does not prefer to walk at all.

Available transportation modes and costs between major airports and preferred conference hotel (shuttle, taxi, etc.)

Taxi is easy and convenient option from airport to hotel

Subway

From Logan Airport board the free Massport shuttle to the MBTA Airport stop on the blue line. Take the blue line inbound (towards Bowdoin) to Government Center.

From there, switch to the green line, a B (Boston College) train outbound.

Boston University campus is located along a stretch of Commonwealth Avenue between the Kenmore Square and Babcock Street stops.

Available transportation modes and costs between Host Institution and preferred conference hotel

CharlieTicket/ Cash-on-board: \$2.00 (per ride)

Day/Week LinkPass: \$9.00 for 1 day; \$15.00 for 7 days

(Unlimited travel on Subway, Local Bus, Commuter Rail Zone 1A, and Inner-Harbor Ferry).

IV. Dining Information

Description of possible venue for closing conference dinner:

Trustee Ballroom

The Trustee Ballroom located on the 9th floor of One Sherborn Street, is another beautiful facility on campus that can accommodate larger receptions.

Identified dining options for meals included in conference registration cost:

Faculty/Staff Dining Hall

The Faculty & Staff Dining Room located on the fifth floor of the George Sherman Union offers a unique and comfortable dining location on campus. The three private rooms (Riverview, Estin and Cabot) all offer spectacular views of the Charles River and can be booked for your special luncheon, Monday through Friday, from 11:30am to 2:00pm.

The BU Pub

The BU Pub, known for its variety of creatively named and delicious sandwiches, is located in the lower level of the BU Castle at 225 Bay State Road. Set in a cozy environment, the Pub also offers appetizers, salads, a selection of well over 70 craft-style beers and a full bar.

(* I would suggest hosting a bbq here - burgers, hotdogs, chicken as it avoids delays in ordering and has a great outdoor patio area)

Agganis Arena

Located at 925 Commonwealth Avenue within Boston University's new \$225 million John Hancock Student Village—a 10-acre hub of activity designed to be the thriving center of student life and athletics—Agganis Arena is a state-of-the-art, multipurpose sports and entertainment center. A 290,000-square-foot premier venue with 6,300 seats for hockey and ice shows, the Arena is expandable to over 7,200 seats for concerts, sporting events, and family shows.

The Agganis Arena would be a great option either for a catered lunch in their lounge or a reception prior to a game or entertainment event (depending on events scheduled during CiVSA 2009 conference – none have been posted thus far for June 2009).

Fourth floor of School of Management

Another convenient option for a catered lunch is the fourth floor of the School of Management (595 Commonwealth Avenue), a proposed location for the sessions.

IV. Conference Site Information

The metropolitan campus of Boston University offers a number of outstanding conference and banquet facilities. Facilities on our Charles River campus are ideal if you are seeking the activity and convenience of an urban area. The George Sherman Union, in the center of campus, offers several function areas that are ideally suited for hosting conferences or social events ranging from 10 to 2,000 guests. In addition, our campus also has a number of other facilities such as the School of Management or the Photonics building that may be ideal for a conference. Boston University's Office of Conference Services is knowledgeable in hosting conferences and events regularly as well as the Office of All-University Functions that coordinates the many events taking place at Commencement, Reunion, Move-In weekend, etc. where up to 20,000 attendees are on our campus.

The staff at the Office of Conference Services and the Office of All-University Functions coordinates arrangements for our events with many campus departments.

Dining Services

All arrangements for catering are coordinated through the Boston University Catering Department. The staff at the Office of Conference Services handles these arrangements on your behalf.

You may choose a menu from the catering book, or request a menu specifically designed for your function.

Media Services

All audio-visual needs are handled by the Media Services group, excluding the Tsai Center. We can provide slide, video, overhead and Powerpoint projection services as well as state-of-the-art audio enhancement.

Physical Plant

We work with the Physical Plant to ensure the facilities are set to your specifications and are presented cleaned and ready for your guests.

CiVSA 2009 Conference Host Mid-Year Report

Information provided in this report by the CiVSA 2009 conference host to the CiVSA executive board members includes but is not limited to the following:

- Dates of conference
- Local area attractions
- Tentative conference schedule/agenda
- List of conference committee members
- Site visits
- Hotel information
- Programming information
- Bio(s) for proposed keynote speaker(s)
- Information about any special events or activities planned
- Suggested conference fee and documentation to support
- Cost estimates for the various conference expenses

Dates of conference

Monday, June 8th 2009 to Thursday, June 11th 2009

- Monday, June 8: Pre-conference day and beginning of registration
- Tuesday, June 9: Day 1 commencing mid-day
- Wednesday, June 10: Day 2
- Thursday, June 11: Day 3 and closing dinner

Selection of conference dates was made in keeping with the tradition of hosting the CiVSA conference in the month of June (preferably the first week in June). Research was done to eliminate any other major events that may cause extra competition for hotel rooms and prevention of acquiring the best possible rate for our CIVSA members. The second week of June was chosen to avoid:

- Harvard Commencement: Thursday, June 4, 2009
- MIT Commencement: Friday, June 5, 2009

Although this information was not available when the bid proposal was made in November of 2007, there will be three home games at Fenway Park during the conference dates. The Boston Red Sox will be playing the New York Yankees on Tuesday, June 9th to Thursday, June 11th. This will require careful consideration to traveling through Kenmore Square pre and post game to avoid excessive traffic or else using alternate routes. However, the excitement of the rivalry between the two teams may also be a draw for more members to attend the conference in 2009.

Local area attractions

A list of local area attractions and other places of interests will be provided to CiVSA conference attendees that may be interested in arriving the weekend prior to the conference or for activities to take part in on ore-conference day (Monday, June 8, 2009) if they are not interested in the activities proposed.

Museums:

- Museum of Science
- Museum of Fine Arts, Boston
- The Children's Museum
- Harvard Museum of Afro-American History
- USS Constitution Museum
- Isabella Stewart Gardner Museum
- New England Aquarium
- John F. Kennedy Museum and Library
- The Institute of Contemporary Art Boston

Attractions:

- Quincy Market/Faneuil Hall
- Freedom Trail
- Harvard Square
- Boston Public Garden
- Opera House
- Newbury Street Shopping
- Boston's North End for Italian Fare
- Trolley Tours
- Boston Duck Tours
- Fenway Park Tours
- Boston Harbor Cruises
- Blue Man Group
- Shear Madness
- Cambridge Galleria Shopping
- Sports Events (Red Sox, Celtics, Patriots, Bruins)
- Prudential Center/Top of the Hub

Other college campuses in Boston that may be considered for organized tour:

- Harvard University
- MIT (Massachusetts Institute of Technology)
- Boston College
- Northeastern University

Tentative conference schedule/agenda

Mon, June 8	PRE-CONFERENCE DAY	Location
12:00pm	Conference registration begins	Lobby - Hyatt
1pm-5pm	Pre-Conference activities	
6:00pm – 8:00pm	Exec Board/Conf Committee dinner meeting	Zephyr - Hyatt

Tue, June 9	DAY 1	Location
	Registration continues	Lobby - Hyatt
6:30am – 8:30am	Breakfast buffet	Hyatt
8:30am -11:30am	CIVSA Board meeting – Breakfast will be served	Cambridge Room - Hyatt
11:00am - 12:00pm	Tour of Fenway Park (optional)	4 Yawkey Way
1:00pm – 6:00pm	BU Campus	
1:00pm-2:00pm	Lunch	SMG, 4th floor
2:30pm-3:30pm	Session 1	SMG, 4th floor
3:45pm-4:45pm	Keynote speaker	SMG, 4th floor
5:00pm-6:00pm	Reception	The Castle
6:30pm – 8:00pm	First Timers' Dinner (invitation only) Shuttled back at 6 pm	Hyatt – Charles River View
	Returning members – Dinner on their own	
8:00pm -11:00pm	Hospitality Suite open	Hyatt

Wed, June 10	DAY 2	Location
8:00am – 9:00am	Regional Meetings – Breakfast Buffet	Empress - Hyatt
10:00am – 6:00pm	BU Campus	
10:00am-11:00am	Session 2	SMG, 4th floor
11:15am-12:15pm	Session 3	SMG, 4th floor
12:15pm-2:15pm	Lunch on Duck Tours	
2:30pm-3:30pm	Session 4	SMG, 4th floor
3:30pm-4:45pm	Ice cream social networking with sponsors (optional)	SMG, Atrium
5:00pm-6:00pm	Session 5	SMG, 4th floor
7:00pm - ?	Regional Activities	Mid Year agenda item
8:00pm -11:00pm	Hospitality Suite open	

Thu, June 11	DAY 3	Location
8:00am	Regional Elections - Breakfast Buffet	Empress - Hyatt
9:00am	Roundtables: Tracks 1-4	Paine A&B; Revere A&B
10:15am	Roundtables: Tracks 1-4	Paine A&B; Revere A&B
11:30am	Roundtables: Tracks 1-4	Paine A&B; Revere A&B
12:30pm	Lunch	
1:30pm	Research Proposal	CV Ballroom
2:30pm	Business Meeting (Officer reports & gifts/Elections)	Paine A&B
5:30pm	Leave hotel for group photo / dinner	
6:00pm	Group photo	SMG Atrium
6:30pm	Closing dinner (Nick & Foot awards)	Trustee Ballroom
8:00pm -11:00pm	Hospitality Suite open	

Fri, June 12	POST CONFERENCE	Location
6:30am – 8:30am	Breakfast buffet	
8:30am	CIVSA Board breakfast meeting	Cambridge Room - Hyatt
10:30am	Exec & Conference Comm - Post Mortem	Conference - Hyatt
	Post Conference activities	

List of conference committee members

- Georgia Balafas, Boston University
- Rebecca Gloe, Boston University
- Amy Hook, Boston University
- Meg Malmborg, University of Connecticut

Site visits:

- Executive Board Members (Nancy Franco, Betty Spengler, Janey Wheeler)
 - Dates: Wednesday, August 13, 2008 to Friday, August 15, 2008
- Program Chair (Meg Malmborg)
 - Date: Friday, October 2, 2008

Hotel information

All hotels within close proximity to Boston University were researched, considering ability to hold 100 rooms, possessing proper business capabilities (Internet, fax, business center, etc), being near public transportation, and giving discounted rate to CiVSA conference guests. Specifically researched and visited the following hotels:

- **Hotel Commonwealth:**
Address: 500 Commonwealth Ave, Boston (Kenmore Square, on BU's campus)
MBTA stop: Green line, Kenmore
- **Courtyard by Marriott, Cambridge:**
Address: 777 Memorial Drive, Cambridge (close to BU campus, over BU bridge)
MBTA stop: Kendall/MIT Red line
- **10 Buick Street (Boston University dorms):**
Address: 10 Buick Street, Boston (BU West, on BU's campus)

MBTA stop: Green Line, St. Paul Street
- **Hyatt Regency, Cambridge:**
Address: 575 Memorial Drive, Cambridge, MA 02139

MBTA Stop: Kendall/MIT Red line
- **Eliot Hotel:**
Address: 370 Commonwealth Avenue, Boston, Massachusetts, 02215

MBTA Stop: Hynes Convention Center, Green Line

- **Courtyard by Marriott, Brookline:**
Address: 40 Webster Street, Coolidge Corner, Brookline, MA (off Beacon Street)

MBTA Stop: Coolidge Corner, Green Line (C)
- **Holiday Inn Brookline:**
Address: 1200 Beacon Street, Brookline, MA

MBTA Stop: Hynes Convention Center, Green Line
- **Best Western Terrace Inn:**
Address: 1650 Commonwealth Avenue, Boston, MA (Brighton and Allston)

MBTA stop: Green Line (B) Washington St. Station, Sutherland St. Station

Comparison between hotels:

<u>hotel name</u>	<u>rate</u>	<u>rooms</u>	<u>Internet</u>	<u>breakfast</u>
Hotel Commonwealth	\$259	40	Wireless - free	Not included
Courtyard By Marriot Cambridge	\$179	70+	Wireless - free	\$10
10 Buick Street	\$60/pp/night (4)	100	No Wireless	\$6
Hyatt Regency Cambridge	\$219	100	\$9.95/day	\$19.95/wkdy, \$32/Sun
Eliot Hotel	\$315	50	\$9.95/day	\$21.00
Courtyard By Marriot Brookline	\$269	70	Wireless - free	\$13.95
Holiday Inn Brookline	\$199	70	Wireless - free	\$12.95+
Best Western Terrace Inn	\$169	20	Wireless - free	Included

Made recommendation to offer three hotels for CiVSA conference attendees to choose between high, medium, and low price point depending on budget and travel needs.

Suggested hotels:

- Hotel Commonwealth
- Courtyard Marriott in Cambridge
- 10 Buick Street apartments (student housing)

Hotel chosen for CiVSA 2009 conference by Executive Officers:

- **Hyatt Regency Cambridge**
Website: cambridge.hyatt.com
575 Memorial Dr
Cambridge, MA 02139
(617) 492-1234

- Negotiated rates by Janey Wheeler
 - Rate: \$219 per night
 - Dates rate extended: two days prior and two days post conference
 - Reduced breakfast buffet rate of: \$13 per day
 - Internet rate included in guest rate
 - Riverview upgrades: \$15 per room

- Hotel amenities:
 - Coffee Maker
 - Hairdryer
 - Large Work/Desk Area
 - Voicemail
 - TV with Remote Control
 - Cable Movie Channels
 - AM/FM Alarm Clock Radio
 - Video Account Review
 - Full Bath Amenities: Shampoo, Conditioner, Shower Cap, Bath & Hand Soap
 - Additional Pillow and Blanket in Closet
 - Turndown (upon request)
 - Iron/Ironing Board
 - Wireless or High Speed Internet (usage fee)
 - Computer Data Port
 - Two Telephones with Message Light
 - In-Room Pay Movies
 - Individual Climate Control
 - Video Messages
 - Video Checkout
 - Electronic Door Lock
 - Crib/Rollaway (upon request)
 - Indoor Lap Pool with Sundeck
 - Sauna & Steam Room
 - Seasonal Bike Rentals
 - YogaAway (In-room)
 - Express Check-in Kiosk
 - High Speed & Wireless Internet Access
 - Fully Equipped Business Center
 - Complimentary Cambridge Shuttle Service (select destinations)

Programming Information:

Propose having four different tracks with one presentation from each of the four tracks occurring at each of the five sessions for a total of 20 different programs. If an attendee decided to follow only one track, could attend five different sessions related to their track. Proposed tracks:

- Professional Development
- Industry Trends
- Information Services
- Business Management/Operations

Keynote Speaker: Jeff Kallay, TargetX

- Jeff has agreed to be the keynote speaker at the 2009 CIVSA conference in Boston, MA free of charge with only his travel expenses to be compensated (estimated at \$1,200).
- **Topic:** As a marketing expert in the area of college recruitment and admissions, Jeff's presentation will focus on the importance of the college visit in the recruitment and application process, touch on the essentials of an effective tour program, and overall impressions of engaging student ambassadors.
- **Bio:** Jeff Kallay is one of the more provocative and entertaining voices in higher education marketing today. One of his many areas of expertise is the emerging experience economy and how it relates to the top two influencers in a prospective student's decision to apply: the college website and the campus visit. He is higher education's first Experience Evangelist, and there's no one more qualified to hold that title. He focuses on the critical role of face-to-face interaction, especially campus tours and other in-person events. Prior to joining TargetX, Jeff was Director of Breakthrough Thinking at the highly creative marketing firm Mindpower Inc. He is an extremely popular speaker at conferences and workshops around the country, and has become a nationally-respected authority on the power of authenticity and storytelling.

Special Events/Activities Planned

- **Tour of Fenway Park**
 - Customized tour of Fenway Park between ½ hour and 1 hour showcasing 2 to 4 stops.
 - Cost: \$1,000 at \$10 per person
 - Researched option of adding lunch at Fenway Park
 - \$4,000: Rental of event space for 100 guests (Premium space: \$7,000)
 - \$3,500: Game Day Barbeque option at \$35 per person
 - \$1,000: Tour of Fenway (customized ½ hour to 1 hour) at \$10 per person
 - \$8,500: Total cost of luncheon & tour
- **Duck Tours**
 - The fun begins as soon as you board your "DUCK", a W.W.II style amphibious landing vehicle. First, you'll be greeted by one of our legendary tour ConDUCKtors, who'll be narrating your tour. Then you're off on a journey like you've never had before. You'll cruise by all the places that make Boston the birthplace of freedom and a city of firsts,

from the golden-domed State House to Bunker Hill and the TD Banknorth Garden, Boston Common and Copley Square to the Big Dig, Government Center to fashionable Newbury Street, Quincy Market to the Prudential Tower, and more. And, as the best of Boston unfolds before your eyes, your ConDUCKtor will be giving you lots of little known facts and interesting insights about our unique and wonderful city. And just when you think you've seen it all, there's more. It's time for "Splashdown" as your ConDUCKtor splashes your DUCK right into the Charles River for a breathtaking view of the Boston and Cambridge skylines, the kind of view you just won't get anywhere else.

- **Tour Length:** Approximately 80 minutes
- **DUCK Charter Rate: \$730.00**
Full DUCK (32 people) for standard tour leaving from Prudential Center or Museum of Science
- **Total cost for 100 people (including tax & tip): \$3,000**
- **Researched option of adding lunch at Legal Sea Foods restaurant to tour**
 - After taking your group out on the Charles River and through the city streets of Boston, you will head to lunch at Boston's most famous seafood institution, Legal Sea Foods.
- **Total cost for 100 people (including tax & tip): \$6,000 (\$50.55 per person).**
- **Dinner for Regular Members on Day 1**
 - Hosted by each of the Regional Directors at a different Boston neighborhood (ex. Region 1: Quincy Market, Region 2: North End, Region 3: South End, Region 4: Newbury Street). Few restaurants will have reservations in each neighborhood so that regular members can have company to eat dinner with (not required to eat with your region, may join other region).

Pre-conference activity suggestions

- Walking tours of various local Universities/Colleges
 - Boston College, Boston University, Harvard University, M.I.T. (Massachusetts Institute of Technology), and Northeastern University.
- Boston University Experience
 - Compelling multimedia presentation that showcases the University's proud tradition of academic excellence and pioneering community engagement in a unique state-of-the-art facility.
- Unofficial Harvard University Tour (Classic Tour) & Harvard Square excursion
 - Our award-winning 70 minute walking tour is led by seasoned tour guides who highlight Harvard hot-spots through a satisfying blend of in-depth knowledge, side-splitting jokes, historical accounts, and exclusive tales of student life at Harvard. We have been featured on NPR's Weekend America, have appeared on the Peter Greenberg NBC Travel show, and the Boston Herald has praised our tours as better than Harvard's official tour! All of our Tour Guides are talented Harvard students who engage their audiences through a theatrical staging and creative presentation. This tour promises to be unlike anything you've ever experienced and is a sure-fire way to spice up your group's visit to Harvard and the Boston area!
- Urban Interactive
 - Venture through a labyrinth of puzzles while learning about famous landmarks, interacting with locals, performing fun stunts, meeting enigmatic characters, and competing for prizes.

Teams of three to six players use a special high-tech mobile phone to find their way through the exciting twists and turns of an elaborate mystery.

- Over the course of two hours, players: solve missions that require them to visit landmark locations across a city; perform team-building activities directed by planted improvisational actors; brainstorm creative solutions to riddles and puzzles; learn about local or company history and culture; and develop leadership, communication, and creativity skills in a team environment.
- Segway Tours
 - Sure, Boston is famous for being a walkable city. But why pound the pavement when you can glide along it? Segway Personal Transporters, two-wheeled, self-balancing electric vehicles invented by Dean Kamen (Hon.'06), are available for rent or organized tours from [Boston Gliders](#) in the city's North End.

Suggested conference fee:

- \$400: Early registration
- \$500: Regular registration
- \$200: Guests/Students
- \$50 discount: "Selected" presenters (at total of 20 presenters (5 sessions x 4 presenters at each session) would cost CiVSA \$1,000 from conference income.

Cost Estimates:

- Please see attached "2009 CiVSA Conference Budget BU"
 - Please note: all estimated have been inflated and rounded up and expect that I have overestimated by \$5,000 to \$6,000.

Questions/Approval Requests from CiVSA Executive Board

- Presenter discount: \$50 off registration fee to "selected" presenters in place of gift.
- Handbag, nametags, and program/presentation booklet (samples to be provided at mid-year meeting).
- Burned cd of PowerPoint presentations to be included with program/presentation booklet.
- Website discussion & online forms (registration, call for proposals, and secondary registration of sessions/meal selections/pre-conference activities).
 - New Media at Boston University designed Website for CiVSA 2009 conference (www.bu.edu/civsa) to include information on conference host, Boston highlights, transportation information, host hotel information and link to reservations, presenter bios and topic abstracts, schedules, and conference activities.
 - New Media also created the e-mail for the 2009 conference host unveiling (following quiz on city and university trivia).
 - When will transition occur from BU server to CiVSA server?
 - Who will create online forms (BU or Jen)?
- Communications – e-mail templates for all 2009 conference communications with schedule for sending each.
 - Requests of examples of past invite letter and confirmation registration letter.

2009 CiVSA Annual Conference Estimated Income

No. of Participants	Registration Fee	Total Income
100	\$ 425.00	\$ 42,500.00
110	\$ 425.00	\$ 46,750.00
120	\$ 425.00	\$ 51,000.00
130	\$ 425.00	\$ 55,250.00
140	\$ 425.00	\$ 59,500.00
150	\$ 425.00	\$ 63,750.00

No. of Participants	Registration Fee	Total Income
100	\$ 550.00	\$ 55,000.00
110	\$ 550.00	\$ 60,500.00
120	\$ 550.00	\$ 66,000.00
130	\$ 550.00	\$ 71,500.00
140	\$ 550.00	\$ 77,000.00
150	\$ 550.00	\$ 82,500.00

No. of Guests/Students	Registration Fee	Total Income
5	\$ 200.00	\$ 1,000.00
10	\$ 200.00	\$ 2,000.00
15	\$ 200.00	\$ 3,000.00
20	\$ 200.00	\$ 4,000.00
25	\$ 200.00	\$ 5,000.00
30	\$ 200.00	\$ 6,000.00
Split Participants	Rebate	Total Income
50	\$ 425.00	\$ 21,250.00
50	\$ 550.00	\$ 27,500.00
100		\$ 48,750.00
Presenter rebate	(\$1,000.00)	\$ 47,750.00

55	\$ 425.00	\$ 23,375.00
55	\$ 550.00	\$ 30,250.00
110		\$ 53,625.00
Presenter rebate	(\$1,000.00)	\$ 52,625.00

Low Estimate of Income	No. of	Income
Participants	100	\$ 42,500.00
Guests/Students	0	\$ -
Presenter Rebate		(\$1,000)
Total		\$ 41,500.00

Best Estimate of Income	No. of	Income
Participants-split	110	\$ 53,625.00
Guests/Students	10	\$ 2,000.00
Presenter Rebate		(\$1,000)
Total		\$ 54,625.00

2009 Conference - Boston University

Estimated Expenses

1. **First Timers'** event is planned by President Elect and paid from CIVSA budget and not used when calculating Conference Fee

2. **Site visit** (Program Chair) is paid from CIVSA budget and not used when calculating Conference Fee

* Cost based on 100 members (Guest fees will be calculated separately)

Facilities	Location	Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
Boston University	SMG	1,800				
Boston University	Castle	1,250				
Boston University	Trustee Ballroom	0				
✓ Hyatt Regency costs will be included when available and included in calculation of Conference Fee						
Food and Beverage*		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
June 8 - Conference Committee Dinner	Zephyr - Hyatt				✓	
June 8 - CIVSA Board Breakfast	Hyatt		✓			
June 9 - Coffee/Break Stations	SMG					
June 9 - Reception	Castle	3,000				
June 9 - First Timers' Dinner	Castle				✓	
June 10 - Breakfast	Hyatt		✓			
June 10 - Coffee/Break Stations	SMG					
June 10 - Lunch	Fenway or SMG	2,500				
June 11 - Breakfast	Hyatt		✓			
June 11 - Coffee/Break Stations	SMG					
June 11 - Lunch	Hyatt		✓			
June 11 - Dinner	Trustee Ballroom	6,000				
June 12 - CIVSA Board Breakfast	Hyatt		✓			
Publicity/Printing*		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
Invite Letter (envelopes, postage)		1,400				
Confirmation letter (envelopes, postage)		1,400				
Booklets/Binders		2,300				
Miscellaneous (tours)		4,000				
Transportation/Travel		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
Shuttles:		6,000				
June 8						
June 9						
June 10						
June 11						
Site Visit					✓	
Supplies/Other Services*		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL

Handbag		700				
Name Badges (Lanyards)		300				
Photographer & Photos		600				
Decorations (June 9 Reception)		included in food				
Decorations (June 9 Dinner)					✓	
Decorations (June 10 Lunch)		included in food				
Decorations (June 11 Lunch)		none	✓			
Decorations (June 11 Dinner)		included in food				
Entertainment		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
Music - Closing Dinner		1,000				
Keynote Speaker		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
Speaker fee (just expenses)		1,200				
Speaker gift		100				
Incidentals based on contract						
Miscellaneous		Conference	Hyatt	Vendor Comps	CIVSA Budget	TOTAL
AV for Boston University		1,200				
AV for Hyatt						
TOTAL						

34,750

SITE VISIT REPORT
2009 Conference Program Chair

On October 3, 2008, I met with Georgia and toured the amazing Boston University campus. We visited numerous campus facilities including conference areas, lunch and dining locations, and where the BU Experience unfolds. All buildings provide options for large and small programming spaces and the campus is easy to navigate so moving from one facility to another will be a breeze.

Georgia and I discussed the conference schedule, session tracks, and group activities. We also reviewed the process to secure presenters for sessions, deadlines, and the keynote speaker. Jeff Kallay, Target X, has agreed to be the keynote speaker (charging no speaker's fee and he will be reimbursed for travel/accommodations). We hope to have a 'call for presenters' out in early 2009 and this information will be integrated into the on-line registration website that Georgia has set up. This information will be useful to regional directors as they begin their outreach to new members and encourage conference attendance.

Georgia's background as an events planner and knowledge of the BU campus amply equip her to organize the 2009 CIVSA conference. Boston University and the City of Boston are excellent locations for our group to share experiences, learn best practices and new ideas and enjoy each other's company.

The economy has put a strain on many state budgets. At UConn we have had a 3% rescission in funding (with more cuts possible) and an out-of-state travel ban is in place. A few other schools have also instituted belt-tightening measures. It is prudent that a survey be conducted of our current CIVSA membership to ascertain how many members plan to attend the 2009 conference. The resulting information will be helpful in planning conference activities.

Request that a survey of CIVSA members be conducted related to this topic.

Respectfully submitted,

Meg Malmborg, Manager
UConn - Lodewick Visitors Center
115 North Eagleville Road, Unit 3225
Storrs, CT 06269-3225
T: (860) 486-6635
F: (860) 486-0110
E: margaret.malmborg@uconn.edu

Association Manager Report 2008 Mid-Year Meeting

Following the Annual Conference in June, a new contract for the services of the Association Manager was submitted for review and signature. This new contract, for a six-month period, is set for review by the President and Association Manager in November. In addition to the change in contract length, several changes were made in reporting and documentation of the Association Manager's activities. While there was a slight adjustment period, things now seem to be operating smoothly.

It is the desire of the Association Manager to have a more active role at future conferences, thereby meeting an increased number of members, especially new members. Additionally, a pre-arranged meeting time with the President and President-Elect during the conference is imperative. This is the only opportunity to meet face-to-face with members of the Executive Board each year, and such a meeting did not take place in 2008.

There continue to be a few hiccups with reimbursement and invoicing. At this time, in addition to faxing receipts, copies are being mailed to the Treasurer to ensure their arrival for timely payment of invoices. It often takes multiple attempts to fax items before they are received successfully, and no alternate fax number is available, so mailing copies seems to be the best way to send documentation of CIVSA-related expenses. Additionally, there has been discussion regarding credit card payment for a portion of items currently invoiced to the organization by Headquarters management (Runyon Incorporated), but some hiccups in that system have also delayed complete implementation of these plans. While not necessary for continued smooth operation of CIVSA's Headquarters activities, this has the potential to alleviate most issues related to invoicing and reimbursement.

The number of paid memberships is slightly higher than it was at this time last year, with several renewals still anticipated. The change to the membership year does not seem to have affected renewals greatly; most delays have been related to the passage of individual state budgets.

While not directly involved with the transition to Wild Apricot for the CIVSA member database, the Association Manager is responsible for backup of membership data on a weekly basis. This backup is also emailed to the Director of Communication. At this time, backup copies have not been required for restoration of data, and the hope is that they will never be needed. Additionally, a spreadsheet-based roster is currently maintained as an additional membership reference tool. The format was adjusted slightly this year to conform to Wild Apricot reports for ease of cross-checking data.

Communication with the new Executive Board has been effective. Misunderstandings are easily corrected, with most being due to transition-related adjustments. Member-related issues are often misdirected, and responses are unnecessarily delayed. This seems to be due to members contacting individuals not directly responsible for answering their queries, not due to any lack of ability or knowledge on behalf of the CIVSA Board.

At this time, thirty-two new members have received new member letters, but are still due additional items such as decals, new member handbooks, etc. Once these items are received at CIVSA Headquarters, they will be forwarded to new members, and included in future new member packets. At this time, these new member packets are the only outstanding communications items.

The needs of the organization and the Association Manager's desire for a flexible schedule continue to mesh well. Time-sensitive items are often handled within one business day, and non-urgent items can be accommodated after regular business hours if needed. On a personal note, I continue to enjoy the interaction with existing and new members that come as a benefit of my role as Association Manager.

Respectfully submitted,
Ryan Leigh Runyon

HELMS BRISCOE CONFERENCE PLANNERS

Email received October 1, 2008 from HelmsBriscoe:

Hello Janey,

In response to the cost proposition, we do not charge for our services either. Also there are some positives in using HelmsBriscoe versus a CVB, I have listed some points below that may assist you with what we have to offer:

- We search, screen and qualify sites for your conference or meeting which allows you more time for the other important tasks you need to accomplish. We gather the data and recommend to you the hotels and resorts which offer the best value for your event. We are **not limited to any number of properties**; we represent every property in the world. Going through a CVB, you may be missing opportunities with some properties as they normally send the leads to their member properties exclusively. Another positive, is that **I will be with you in every city**. There is not a need to reinvent the wheel each time you choose a different city; I will know your program and be able to do the legwork for you.
- As well, I will **fight for your best interest for rates and meeting expenses**. The CVBs are not negotiators on your behalf and do not research each property as specific as HelmsBriscoe can. We represent YOU. We act as an extension of your staff and look out for the best interests of your company, as your interests and satisfaction are the sole purpose of our jobs. In using CVBs, the interest of their organization is for the city they represent and the membership that funds them.
- HelmsBriscoe arranged over 3.3 million room nights in 2007, which distinguishes us as **the largest user of conference and meeting guestrooms** around the world. HelmsBriscoe associates book for our 8,000 association, corporate and government clients. Hilton, Hyatt, Marriott and most other major hotel chains recognize HelmsBriscoe as either their top account or one of their top two producers.
- HelmsBriscoe **does not charge its clients** for our services. We are compensated with a placement fee by the hotel, resort, or venue we introduce to you and you choose for your conference or meeting. However, the hotels, resorts and venues have all agreed to not escalate their daily guestroom rates or associated meeting costs to cover the cost of our placement fees. To maintain consistency, HelmsBriscoe has created **a technology to track rates** from all of the venues which assists in our negotiating.
- Keep in mind, **you always maintain a direct relationship with the hotel** or venue. We are there to assist you; not replace your role. All Agreements and Contracts are always direct between you and the hotel or venue. We simply use our knowledge and resources to enhance your interactions and negotiations.
- There is **no contract to sign for HelmsBriscoe's site selection services**. Your organization's engagement of our services is voluntary. And our continued engagement by your organization is dependent only upon your satisfaction of the services we render.
- We conduct a due diligence survey of previous users, when needed, to **determine the level of satisfaction with the venue**. With over 900 associations worldwide, we share our combined product knowledge to give you the most up-to-date information on the venues you are considering

I hope these bullets assist you in starting to understand what we can do for you greater than a CVB. I appreciate your continued communication with your busy schedule.

My best, Laura

Laura Neustadt
HelmsBriscoe

From the Desks of Laura Neustadt & Wendy Carmichael
HelmsBriscoe is the industry's leading site selection resource firm.

We understand the challenges of a 21st century meeting planner, and we can help.

The Engagement...

There are **no fees** or contracts to sign to utilize the knowledge, relationships, and purchasing power of the largest facilitator of group rooms in the world, HelmsBriscoe.

The Program...

The planner provides basic program information such as location, preferred dates, number of attendees, sleeping rooms, general meeting information, and any other details that are pertinent to the initial search.

The Research...

A thorough search will be conducted of every hotel that meets your exact specifications. In addition, you will be advised of any special offers, cancelled space, and exclusive hotel promotions that may help to further reduce the cost of your program.

The RFP...

Your program information will be compiled into an electronic Request for Proposal and distributed to all qualifying hotels. These hotels will be asked to respond within 48-hours and a summary of their response will be sent to you for your review.

The Short List...

The initial search will be narrowed down to a "short list" based upon your selection of one or any number of hotels. Selected hotels will then be requested to submit a formal proposal outlining terms and conditions and concessions.

The Site Inspection...

When you are ready, a site inspection will be arranged for you so that you can take a closer look to determine which property will best facilitate your program.

The Contract...

It's time to move to the contract stage. If you choose, a joint review of the first draft of the contract will take place to examine terms and conditions and any necessary revisions. The revised contract will be sent back to the hotel for further review and negotiations will continue until a final agreement has been reached. At that time, you will receive a final copy for your review and execution.

The Transition...

Although you will begin to work directly with your hotel contacts, we stand ready to assist you before, during, and after the program has been consumed.

◀ CLIENT TESTIMONIALS ▶

“Because of HB’s leverage, they get me rates that meet my budget. Working with HelmsBriscoe saves me so much time, money, frustration and mental anguish. No request or meeting requirement is too challenging for them. They always come through.”

SmithKline Beecham Consumer Healthcare

“No muss, no fuss! I don't have time to select sites, let alone conduct site inspections. Because of the large number of HelmsBriscoe associates, I have confidence that the site information is up-to-the-minute and accurate. I receive a list of available properties and make the final choice. It's that simple! ”

Lucent Technologies

“Frankly, I couldn’t do all I do without them. I can be as specific as I want – Charlotte, North Carolina, hotels beginning in S – and they come back with several options with room rates and meeting expenses. HelmsBriscoe’s service is a very important factor in what I do.”

Integrated Electrical Services

“HelmsBriscoe is so well known, it gives our association more clout than we’d have on our own. Whether it’s a site inspection or at the conference itself, I know we are getting extra attention because of our HelmsBriscoe connection.”

National Association of Emergency Medical Services Educators

“HB can do in a week what it used to take me months to do.”

Computer Management & Development Services

“HelmsBriscoe has brought an exciting new level of excellence and efficiency to our site selection and hotel negotiation process.”

The Lutheran Church Missouri Synod

“HB is extremely professional and thorough; they take away all my stress. And they can get a better deal at hotels because of their buying power...and it doesn’t cost me anything.”

National Association of Credit Management

“It’s very useful to have another person who can speak contracts when you get into the negotiating phase. HelmsBriscoe’s purchasing clout got me a better room rate than I could have negotiated on my own.”

State Farm Insurance Company

“Outsourcing to HelmsBriscoe is really a no-brainer.”

J.C. Penney Co. Inc.

◀ HOTEL TESTIMONIALS ▶

“HelmsBriscoe can help make your life easier when it comes to planning a meeting. I work closely every day with their associates and without exception, they are professional, friendly and eager to find the perfect property that exceeds their clients’ needs. Marriott has recognized the quality of HelmsBriscoe and their thousands of meetings and we work together as partners. Because of that relationship and volume, many times we are able to offer them a lower rate than we can the end user.”

Steve Conklin, Director of National Accounts, Global Sales
Marriott Hotels and Resorts

“Having worked closely with HelmsBriscoe at both Hilton and now Starwood, I find they always strive to achieve the best for their clients. Their associates frequently go above and beyond to ensure that client needs are met. They are a dedicated group of professionals.”

Dave Scypinski, Vice President Business Development
Starwood Hotels & Resorts

“HelmsBriscoe is made up of people who understand the hotel business. They have proven to us that they have outstanding relationships with customers who see tremendous value in working with them. Because of that, we see tremendous value in working with them too.”

Steve Armitage, Senior Vice President Sales & Marketing
Hilton Hotels Corporation

“HelmsBriscoe associates work with a limited number of clients so they stay in touch and get to know their needs intimately. We can’t cover the market in the same way. I consider paying a placement fee the cost of doing business and it comes out of my marketing budget. We are paying only for results. I wish I could spend all my marketing dollars so wisely.”

Peter Babbini, Vice President Sales Development
InterContinental Hotels Group

CIVSA WEBSITE REDESIGN

Timeline and Details

Designer: Kevin McGowan

Proposed New Layout for CIVSA main page:

Tab/Side Menu (pop up to display inside menu)

About Us – Mission, History, Exec contact info (include description of exec position?), Constitution/Bylaws, HQ info, CAS (include logo/link on main page?)

Membership – Quick Facts (# schools, # members, etc.), List of member schools, Benefits, Member Testimonials, Membership application (also make prominent on main page – Join Now!). . .redesigned so we get complete info on each member

See: http://www.acui.org/membership/quick_facts.aspx?id=154

Conference – Upcoming, pages for previous conferences (notes, photos)

Research – Yearly membership survey, links to other publications

Regions – About page w/ RD contact info, individual websites

See: <http://www.acui.org/regions/index.aspx?id=134>

Committees??? – could write mission statement, list members, call for volunteers, etc.

See: <http://www.naspa.org/kc/kcslp/default.cfm>

Members-Only – allow members to update own member profile, resource section for things that come up on listserv frequently (uniforms, job descriptions, etc – allow members to ‘post’?), message boards/threaded discussion (no need for resource section if can search by keyword or use tags?), Welcomer archive, best practices???, electronic document storage (with separate access control)

Database Needs/Ideas

- member contact info, conferences attended, positions held, payment info, status, etc.

- include Nick Award winners (like Positions Held)?

- include photos of members?

- ability to create mailing labels

- ability to search institution info /tied in to member info

- generate info for quick facts & list of member schools

- multiple people with administration ability

- generate monthly reports?

- control pictures for rotating on main page

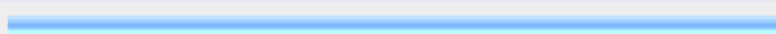
How will membership application process work? Renewing members can update own information; new members will have to be approved when paid?

Website Redesign Timeline



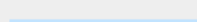
1. Get WA membership directory working on existing CIVSA site – ASAP
2. Write and send out survey to membership RE: website/communications/Welcomer – ASAP
3. Finalize new website content/layout – mid-year meeting
4. Call for members to send in photos for rotating main page – ???
5. New website/database launch – January 15 (regional pages, prior conference info can be worked on later)
6. 2009 conference website launch – January 15
7. Kevin will provide proposed look of redesigned website (main page and a sub-page) to exec board prior to mid-year meeting. If exec gets Kevin needed info by November 16, he will have new website (including 2009 conference website) ready to launch by January 15.
 - Cost: \$50/hour.
 - Estimated number of hours required: 45.
 - Total cost: \$2250.
 - Will show proposed site to exec board at least 2 weeks before scheduled launch date for comments. Will be available for two weeks after launch to fix any issues that arise, but services should not be required after that (new site will be easy to update/maintain by multiple people).


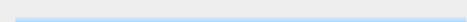

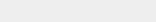
WEB AND COMMUNICATIONS SURVEY RESULTS


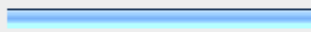
CiVSA Web and Communications Survey

1. Name is optional.		
	Response Percent	Response Count
Name: 	100.0%	32
<i>answered question</i>		32
<i>skipped question</i>		14

2. Name of School/University		
		Response Count
		46
<i>answered question</i>		46
<i>skipped question</i>		0

3. How often do you visit the CIVSA home page during a membership year?		
	Response Percent	Response Count
Never 	2.2%	1
1-5 visits 	48.9%	22
6-10 visits 	24.4%	11
More than 10 visits 	24.4%	11
<i>answered question</i>		45
<i>skipped question</i>		1

4. How often do you log in to 'Members Only' section on the CIVSA website during a membership year?		
	Response Percent	Response Count
Never 	14.0%	6
1-5 times 	58.1%	25
6-10 times 	9.3%	4
10 or more times 	18.6%	8
<i>answered question</i>		43
<i>skipped question</i>		3

5. Would you prefer CIVSA member discussions to be in listserv form (messages in your inbox) or message-board form (only on website)?		
	Response Percent	Response Count
Listserv 	60.0%	27
Message board 	40.0%	18
answered question		45
skipped question		1

6. Please share suggestions for features or content that should be added to the CIVSA website.

1.	I think the "best practices" section is great and should be expanded if possible. We should continue to encourage people to post ideas. I also think the posting section could be a little more organized. It's a little confusing when you try to follow a thread, although this may be out of your control.
2.	Training for student employees Incentives for student employees
3.	home page should be cleaner, easier to navigate., more welcoming to newcomers...show our strengths and assests better.
4.	Best practices (links to Websites, brochures, or pdf of forms/documents that work well) with an easy to use search function. I know we currently have a list but I know that there are more than just 10 best practices throughout our association. There should also be examples (ex. link to a pdf of the Scavenger Hunt, if someone needs a reference)
5.	Could there a part where the "best practices" section of the recent survey was summarized in a section of potential ideas that we could scroll through and contact the people if we wanted to ask how they did that particular idea?
6.	We need a searchable database to help me drill down to specific CIVSA members that share characteristics that I want to know more about, i.e. visitor center directors at four year institutions who pay tour guides, information center directors that utilize a searchable database to answer questions
7.	I would really like it to be protocol, that when someone requests information for the listserv that it is placed on the website for others to view. Sometimes, those of us who are interested in the information communicate that to the original request but we never get the material. It can be frustrating because then we have to request it again.
8.	training resources
9.	More feedback from the actual students that support visitor services, run tours, and help with admissions/recruitment events.
10.	I think the Message board would ensure that everyone could see response to topics, and be able to view past topics, as they needed too, without holding up one's email account.--However, it may be wise to keep it where everyone can still email everyone for those times when you need an answer

	asap!
11.	I'd like a searchable database of member institutions. Search fields and information provided could include things like: public or private, ranges of enrollment, under admissions or student affairs, prospective student tours provided, overnight visits provided, admitted student tours provided, paid or volunteer student staff, rate of pay, uniforms required, etc. Basically all of the different areas of responsibility that our members have and all of the different variations of our programs. Besides providing quick information, it would also help narrow the list of colleagues to contact with questions. Using the wide range of fields, the search could be as narrow or broad as one wanted.
12.	Data bank listing details about member institutions and how their visitor programs are set up. Links to member Web sites.
13.	Blogging and sharing pictures would be a great addition to the website! Also having past listserv e-mails and information collected on the page would be great.
14.	Training info on Greeters
15.	There are pros and cons to a listserv and message board. Listserv messages to the Inbox are viewed more since it comes to your email, but if it is a topic that you don't have an interest in, it feels like your Inbox is getting clogged. As for a Message Board, it collects everything in one nice location, but it requires you to take the time to go to the CIVSA site to see topics, questions, and responses. With our busy roles, not everyone may go to the message board with regularity
16.	A monthly email from the organization could come to my email address with highlights from discussions instead of all the "reply all" messages.
17.	Statistical evidence related to campus tour programs and the impact on applications and enrollment.
18.	encourage members to share results from the various polls- have them posted on the web or message board.
19.	A section on Visit Survey and/or other assessment tools.
20.	searchable database (ie. similar member institutions)
21.	A link on the home page to a comprehensive list of schools that are current members of CIVSA. This would be a great recruitment tool for folks to see the great schools that are a part of CIVSA. Or, it could be a running list on the home page?

7. Please share suggestions for features or content that should be added to the Welcomer.

1.	Training for student employees Incentives for student employees
2.	same as above
3.	Might help to include best practices of other key individuals or noteworthy organizations that are service oriented (hospitality industry, tourism industry), etc.
4.	I think an "idea corner" might be a neat feature where a particular institution is profiled with an idea they think is neat. I think we should always be looking to brainstorm new ways to do what we're

	already doing.
5.	I am really satisfied w/ the welcomer and believe that Jen is very open to copy ideas.
6.	Maybe a section on "meet our executive committee" which features short autobiographies with photos. People need to understand that we're a family from the get-go.
7.	Maybe it would be fun to highlight a different member each month so that we can all get to know one another.
8.	Tips of the trade, or even a suggestion or two for how to improve your job performance or students' visits. An advice column!
9.	An option for each college to share information through the Welcomer.
10.	Mistakes and how they were addressed (staffing, programs, personnel....).
11.	Responses to questions asked regularly on listserve
12.	More practical articles - how to's, etc.

9. What email content are you interested in receiving from CIVSA and how frequently would you like to receive it?

1.	I like receiving the newsletter via e-mail. Receiving it quarterly works.
2.	Same as the present time
3.	important industry news and updates about CIVSA...perhaps a couple of times a month...good to keep people invested.
4.	Once weekly
5.	Best practices - once a month
6.	Conference related emails- registration info, deadlines and reminder
7.	I want to hear ideas from other people and see what questions plague them.
8.	Once a week/month updates would be nice
9.	monthly updates from exec. bd., regional directors, conference host, and committee chairs would be nice.
10.	Once a month to include reminders and updates on the upcoming conference or training tips or a message from the President (sorry Janey!).
11.	New ideas...
12.	Information about best practices and challenges that other universities experience with visitor relations/recruitment/admissions. Frequency would be on a monthly basis or even relative to the admissions/recruitment cycle.
13.	Wish I had more time to be able to visit the website. Quick e-mails are always good.
14.	I prefer to receive any updates or important announcements by email because I never have time to check websites just to see what's new.
15.	Updates-- maybe once a week.

16.	Email that points to new information on the Web site.
17.	once to twice a month
18.	Conference information, innovative ideas other schools are doing (ie: school idea of the month) received monthly
19.	An update on monthly changes
20.	If you post the discussions on the message board, rather than e-mail you should still send out weekly e-mail messages that list the topics that are being discussed on the message board. You should include a link to the message board, or even better hypertext each topic to link to their discussion. This way our inbox doesn't get stuffed with lots of responses, but we can still be included in the discussion.
21.	monthly- Welcomer
22.	questions from members; once per week
23.	Since I am a new member, I would like to receive as many updates as possible.
24.	applicable information as needed

10. Please share other thoughts or ideas you may have that are not covered in questions above.

1.	user friendly, user friendly, user friendly...and clean and clear...
2.	I appreciate the list serve function.
3.	A Student membership, for the president of the Student Ambassadors, so that they too, can receive information on how to improve tours and well-being of the ambassadors.
4.	I like the idea of a message board, but wouldn't check it regularly. It would be nice to have a written record of previous discussions without having to go through old emails. It would also allow new members to search for common topics prior to emailing the entire group.
5.	How other schools handle visit days, preview days, special events, etc.
6.	I don't like it when I get emails replied to everyone from people saying that they would be interested in hearing the answer to whatever question was posed. Also a lot of the time I don't have anything to do with the area that the people are asking about. It would be nice if questions could be broken down to subject area and everyone could say what areas they are interested in or work in and the questions and answers could just go back and forth between the people in those areas so you don't get a lot of emails you don't care about.
7.	Can we get a listing of schools by region? That could foster some form of region pride or acknowledgement of who might also be in our region.
8.	When someone does post a question then it would be great for everyone to have access to the answers...maybe on the message board format?

From: Research and Assessment Committee
To: CIVSA Director of Communications
Re: Suggested CIVSA website additions

Let me know if you have any questions Jen. As we get Info Center people to be willing to join the Committee, we will feed you updated info. Thanks!

- * Updated "responsibilities" section - to include Ambassadors/guides/student employees
- * School type (i.e. public, private, 2 year, 4 year)
- * School size (i.e. ranges like <5,000, 5,000-10,000, 10,000-20,000, >20,000)
- * Visitor/ campus visit participant type & volume/year
 - Participant options of: prospective students, prospective parents, general visitors, currently enrolled students, alumni, faculty and staff, alumni, prospective donors, prospective faculty/staff, other
 - Participant volume range of: < 500, 1,000 - 4,999, 5,000 - 9,999, 10,000- 19,999, 20,000 - 29,999, >30,000)
- * Service/Tour options:
 - Athletic ticket distribution
 - Off campus student housing
 - Off campus student services
 - General information inquiries
 - Room reservations & meeting support
 - Prospective graduate student tours
 - Group tours (i.e. middle/ high school groups)
 - Historic tours
 - Athletic tours
 - Tours for campus dignitaries/donors
 - Alumni tours
 - Admissions Open House tours
 - Virtual tour
 - MP3 tour
 - Self-guided walking tour
 - Housing Only Tours
 - Hours of operation
- * Staff dress code requirements (text box)
- * Support system(s) utilized to serve visitors (technology for office management, we are working on terminology here to insure that we have info center perspective)
- * Schedule Appointments with Academic Departments/Partners? (yes, no)
- * Schedule Overnight Visits? (yes, no)
- * Collect Tour feedback? (yes, no)
- * Number of tour guides employed? (< 10, 11 - 20, 21 - 50, > 50)
- * Student compensation status (i.e. paid, volunteer, both)