



BOARD REPORTS

2008-09 Fiscal Year

ANNUAL BUSINESS MEETING:
June 11, 2009 – 12:00 Noon
Hyatt Regency Cambridge
2009 Annual Conference – Boston University

TABLE OF CONTENTS

	Page
CIVSA BOARD REPORTS 2008-09	
President.....	3
President Elect.....	4
Secretary.....	5
Minutes from Annual Business Meeting, Cal Poly Pomona – June 2008.....	6
Treasurer.....	8
Director of Communications.....	9
Past President.....	10
Region 1 Director.....	11
Region 2 Director.....	12
Region 3 Director.....	13
Region 4 Director.....	14
Archive Committee.....	15
Hospitality Committee.....	16
Marketing Committee.....	17
President’s Council.....	18
Regional Evaluation Committee.....	19
Research & Assessment Committee.....	20
Standards Committee (CAS)	22

PRESIDENT: Annual Business Meeting – 2009 Conference – Boston University

What a prosperous year CIVSA has experienced in spite of the economic situation that our country currently faces. We are in high hopes that member un able to attend this year's conference will stay connected through email and session links on the website following conference. We look forward to seeing you next year! I share with you below the collaborative CIVSA activities and projects for the 2008-09 year:

1. **We are up in overall membership numbers** with a gain of 25 members and 8 schools. My thanks to President-Elect Betty Spengler's leadership as well as the outstanding work of our four Regional Directors.
2. **We have a new and improved website.** My thanks to our Director of Communication, Jen McGowan for her role as well as Jen's husband Kevin who contracted with CIVSA as the web designer on this project. A special thanks to Denise Wellman, Chair of Research and Assessment along with all committee members for their work that continues to move CIVSA in an assessment based direction beginning with a searchable member database.
3. **We have added a Hospitality Committee and a Marketing Committee to enhance strategic planning.** Becky Nemeth and Sarah Walz have been incredible to work with in conference planning as our hospitality folks. Karenlee Spencer and Ebony Smith are finding ways to put the CIVSA name out there and generate credibility for the information and visitor services industry. Thank s to all four of you for your hard work and ingenuity.
4. **We are anticipating a great conference hosted by Boston University** thanks to Conference Host, Georgia Balafas as well as BU colleagues Amy Hook and Rebecca Gloe. Program chair, Meg Malmborg has done an excellent job of managing an outstanding selection of sessions and roundtables. My hat goes off to these members for working so professionally with the executive board on behalf of CIVSA members.
5. **We are making changes to the way we deliver the Annual Conference experience** thanks to our dedicated members who continue to provide invaluable feedback each year on our conference surveys. My thanks to Secretary, Kevin Kirk and Treasurer, Stephen Barnett who served on this year's conference committee as logistical and financial coordinators based on changes to the CIVSA Bylaws at last year's Business Meeting.
6. **We are actively retaining CIVSA history through the work of the Archives Committee.** My thanks to Chair, Nancy Franco and her committee members for taking on such a large project and following through consistently.
7. **We are assessing our regional structure to insure that those boundaries are balanced for future growth.** Thanks goes to Chair of Regional Evaluation, Donna Bostwick and her committee for their work in putting this information together as we continue to look at this area of CIVSA in terms of recruitment and retention.
8. **We continue to be a member association of the Council for the Advancement of Standards in Higher Education (CAS).** My thanks to Matt Weismantel who serves on the Executive Committee of CAS and his continued leadership in this area has provided campus information and visitor services programs with a credible source of program assessment towards enhancing programs and services provided.
9. **We have explored the business and legal implications of our membership nearing the 300 mark!** The President's Council has been an invaluable resource in this process as well as providing insight in the areas of history and processes that have made CIVSA the wonderful organization it is today. A big CIVSA thanks to Chair, Barb Dallinger as well as past presidents Nancy Franco, LeAnn Stroupe, Tami Tassler, Matt Weismantel and Denise Wellman for being a source of wisdom and balance throughout the 2008-09 CIVSA year.
10. **A special thanks to Ryan Leigh Runyon, CIVSA Headquarter Association Manager.** Without her dedication to the daily work required to run an association office, we would certainly be in dire straits. Thanks Ryan Leigh!

As we close out another CIVSA year, I want to thank each of you for your ongoing support and commitment to CIVSA! The knowledge I have gained through the past 7 years of membership has been invaluable to me professionally and personally.

Respectfully submitted May 2009,

Janey Wheeler
President

As of the filing of this report the Membership Committee is pleased to report there are 291 members, representing an increase of 25 individuals since April 1, 2008. This is a significant accomplishment in a fiscally challenging year for higher education nationally.

Activities supporting membership retention and recruitment

- Personalized membership renewal reminder emails sent to every member with a lapsed membership outlining the benefits of membership
- Personalized thank you emails sent to every renewing member thanking them for continued involvement
- Personalized emails sent to each member part of an institutional membership with a vacancy to inform them additional member(s) could be added at no additional cost
- Communicated with Regional Directors regarding lapsed memberships asking them to contact members regarding membership status
- Worked with Regional Directors to recruit new members in all regions. Extensive efforts were made in Region Two and Four and yielded new members
- Planned New Member dinner event for the 2009 Annual Conference at the Hyatt Regency, Cambridge
- Working with the President to update the new member handbook for distribution at the First Timers Dinner
- Prepared monthly membership reports for CIVSA Board

Conference

- Created session evaluations on Survey Monkey for 2008 Annual Conference educational sessions and entered data from paper evaluations
- Prepared 2008 Educational Session Evaluation Conference Report for Mid-Year meeting
- Participated in site visit for 2009 Annual Conference, Boston University
- Began preliminary planning for the 2010 Annual Conference

Other Activities

- Created Communication Survey on Survey Monkey to collect data for new website development and communication plan
- Served as the Alternate Director to the Board of the Council for the Advancement of Standards in Higher Education (CAS)
- Prepared Resolution for the 30th Anniversary of CAS
- Appointed to serve on the Campus Information and Visitor Services Standards and Guidelines Revision Committee

Respectfully submitted May 2009,

Betty Spengler
President-Elect

- 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 five CIVSA Executive Board conference calls
- Shared information and recruited for CIVSA at the annual National Association of Baptist Enrollment Professionals (NABEP) conference in July '08 and again at the NABEP Leaders' meeting in February '09
- Participated in phone and email conversations with prospective member schools throughout the year
- Provided the new Region 2 Director, Julian Olivas, sample correspondence, timeline and membership information to help in reaching out and serving the region
- Participated in conference planning meetings/calls/email threads as they occurred to prepare for the 2009 Conference
- Prepared and submitted minutes of Mid-Year Business Meeting held November 15-16, 2008 at the Crowne Plaza Hotel, Oklahoma City, OK and on the campus of Oklahoma City University

Respectfully submitted May 2009,

Kevin Kirk
Secretary

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. **Motion** 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 Communications.
2. **Motion** 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 Communications 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 Communications.

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

Motion 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 and 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. Discussion from the floor 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
Secretary 2007-2008

CIVSA Annual Conference, Boston University, Boston, Massachusetts

Balance reported at 2008 Business Meeting (through 5/31/07) **77,246.15**

Beginning Balance as of July 1, 2008 **76,309.52**

Total Credits:

INCOME

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

Total Debits:

CONFERENCE COSTS

Cal Poly – Pomona (As of June 30, 2008) 8,140.62

OPERATING EXPENSES 1,683.90

Ending Balance as of March, 2009 Bank Statement **56,113.72**

Outstanding Items (through 5/12/09)

RECEIVABLES:

Memberships and Conference Fees 22,531.10

PAYABLES:

Conference Expenses 939.16

Operating Costs 1,287.50

Respectfully submitted May 2009,

Stephen Barnett
Treasurer

THE WELCOMER NEWSLETTER

This year's issues have been distributed on:

1. 8/25/2008
2. 12/2/2008
3. 2/5/2009
4. 5/12/2009

CIVSA WEBSITE:

- Set up new membership database, giving us a new interface for the online member directory
- Helped design, develop, and implement new look for civsa.org with feedback from member survey
- 2009 conference website went live in January with several new features; conference registration ran smoothly
- Continued making changes as necessary to online member list and member school listing and doing monthly transfers from PayPal to Association bank account

Respectfully submitted May 2009,

Jen McGowan
Director of Communications

PAST PRESIDENT (Nominations): Annual Business Meeting – 2009 Conference – Boston University

As the Immediate Past President of CiVSA, it is my duty to help formulate the future leadership of our organization by chairing the Nominating Committee. It is difficult to commit time and energy to a volunteer position, but our organization has been exceptionally fortunate to have members who have been able to commit to us over the past few years.

I'm pleased to announce the 2009 Slate of Officers:

President-Elect – Julian Olivas, Texas Tech University
Secretary – Kevin Kirk (incumbent), Baylor University
Treasurer – Heather McFarland, Anne Arundel Community College.

Nominations will also be accepted until elections at the annual business meeting on June 11, 2009.

Due to a tragedy in my family last fall, I was unable to be of assistance to the current President and Board as much as I would have liked. However, they should be very proud of the advancements made throughout the past year in our organization. I have seen CiVSA grow in various areas throughout my 7 years of involvement in the organization and am certain the future will continue to allow us to expand our services and assist our peers across the nation and world in ways our founders never dreamed possible. .

It has been an honor and privilege to serve this organization in the roles of Conference Program Chair, Secretary, President-Elect, President, and Past-President, these past 5 years. I look forward to continuing to be an active member of CiVSA and garnering the knowledge of my peers to better serve in my position at Florida Gulf Coast University.

Respectfully submitted May 2009,

Tami Tassler
Past President

DIRECTOR, REGION 1: Annual Business Meeting – 2009 Conference – Boston University

Consists of members from Alaska, Arizona, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming

Hello CIVSA members! I hope that you are all well. Since I sent my introductory email to members from Region 1 in late summer 2008, I was fortunate to have had the opportunity to attend the mid-year meeting in Oklahoma City last November. At that meeting, I participated in discussions with Executive Board members and other Regional Directors about the 2009 conference as well as issues of interest to the organization. Regrettably, since that time my participation has been limited. Due to new obligations associated with my job, I have not had the time I would have liked to attend to regional responsibilities.

That being said, I want to thank the Executive Board, the Conference Committee, and my fellow Regional Directors for their hard work and dedication. Region 1 not only benefited from their enthusiasm and commitment, but I got to know a group of great people from whom I learned a lot about how I want to be involved in the future. For example, I think it is possible to expand membership in our region, particularly in states where the budget deficit is less severe. Also, I would like to implement CAS on my campus, as well as showcase other campuses that have used this set of industry standards, as an example to share with the western region. However, I believe it is also very important to keep it simple by encouraging member institutions to utilize valuable resources already in place such as the CIVSA website, listserv, and The Welcomer Newsletter as well as further develop our regional Facebook group which I created this past year. These are functional and efficient ways to continue sharing ideas regarding collegiate information and visitor services.

Region 1: Membership Information

- As of April 2009, there are 20 member institutions and 41 individual members from our region
- As of May 12, 2009, there are eight new members from our region

Region 1: Registrants for 2009 Conference

- As of May 12, 2009, there are eleven people from our region registered for the conference

Respectfully submitted May 2009,

Gina Gonzalez
Region One Director

DIRECTOR, REGION 2: Annual Business Meeting – 2009 Conference – Boston University

Consists of members from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee and Texas

In the Fall we researched Region 2 non-member schools and created a “target list” of 250 potential non-member schools to target for recruitment purposes. The target contact person is usually the campus information office or admissions office. A letter was sent from me including a CIVSA brochure to these schools.

In November, I attended the TACRAO (Texas Association of Collegiate Registrars & Admissions Officers) in Corpus Christi, Texas where I served on a panel discussing campus visit programs. CIVSA was discussed and promoted as an opportunity for professional development for professional in this field.

I attended a very productive mid-year meeting in Oklahoma City where we discussed a range of topics including the annual conference and the importance of a standardized format for the conference, the new CIVSA website, received updates from regions/committees and policy.

Regional Campus Exchange Program: In an effort to encourage our members interested in visiting other schools, we developed an exchange program for schools willing to host and/or visit other schools in order to better facilitate these opportunities. We will soon upload this information to the website.

Other Correspondence

December: Holiday card was mailed to all CIVSA exec and members in Region 2.

February: Sent follow-up email correspondence to non-member schools to encourage membership and participation at annual conference.

Regional email encouraging conference participation and presenting at conference.

April: Sent regional email encouraging conference host bids for 2011, participation at conference (early bird deadline extension) and brief update on regional membership numbers.

Respectfully submitted May 2009,

Julian Olivas
Region Two Director

DIRECTOR, REGION 3: Annual Business Meeting – 2009 Conference – Boston University

Consists of members from Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio and Wisconsin

Two major initiatives were proposed for Region Three at the 2008 CIVSA conference. The first, a regional workshop could not be coordinated, due to scheduling conflicts. It is hoped that, in the future, such activities can be organized throughout the country. These programs would serve multiple purposes, introducing potential members to the organization and providing “close-to-home” training and networking for professionals and students in the campus visit and information services industry. Kate Steinbach should be commended for the idea and her efforts to coordinate the program. I hope this sort of program can be realized.

The second initiative, an inter-campus exchange program, was established, with twelve schools submitting exchange forms. These forms were submitted to all potential participants. It is unknown if this program led to any exchanges, but it is hoped that by providing exchange information to interested schools, members throughout Region Three will know where to turn when seeking development activities for their ambassadors or professional staff. In addition, it seemed to encourage contact between schools, which I personally have found useful for professional assistance throughout the year.

Other activities have been contacting new members, replying to questions from new and continuing members, sending e-mails to the region to encourage participation in the national conference and regional activities, and recruitment through face-to-face contact. In addition, a Facebook page was created to encourage communication among regional members.

Region Three remains small, but mighty. It has been a joy to work with CIVSA as regional director, and to be a member of such a wonderful group of professionals. It has been extremely difficult for me to leave the campus visit area of admissions, and will be tough to leave the active membership of CIVSA. However, I look ahead to new challenges in my profession, and am happy to make way for new university staff to participate in CIVSA. I will always be a supporter and hope to maintain the many professional and personal relationships I have made over the last four years.

Respectfully submitted May 2009,

Katharine Johnson Suski
Region Three Director

DIRECTOR, REGION 4: Annual Business Meeting – 2009 Conference – Boston University

Consists of members from Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia and international members

1. Recruitment

- a. With good support from colleagues within Region 4, certain sub-regions have been identified as target areas for focus, as follows:
 1. Christy Bradburn (James Madison University) – Virginia
 2. Meg Malmborg (UConn) – Connecticut +
 3. Heather McFarland (Anne Arundel CC) – Maryland
 4. Joe Tiesi (Binghamton University) – upstate NY +
 5. Aviva Walls (New York University) – New York State + (NYSACAC Summer Institute roster)

- b. I am developing a master list of institutions to target, compiling lists forwarded by colleagues along with my own. I am aiming to begin a mailing using remaining 40 CIVSA brochures during first week of December. May need additional brochures for R4.

- c. My outreach has been limited thus far, but will increase during November as recruitment season eases into application time. I have been in direct contact with, and consider the following as prospects:
 1. Columbia University
 2. Drew University
 3. Georgetown University (new prospect following lapsed membership)
 4. McGill University (out of region)
 5. Moore College of Art and Design (via HQ)

- d. Membership
Region 4 has added ten new members from six institutions (5 existing, 1 new) to our membership since summer 2008, and with lapsed memberships, totals are just slightly above August 2008, with high hopes for the remainder of the year.

2. Initiatives

- a. *Flat Stanley* type project – with creative energy applied by Meg Malmborg of the University of Connecticut, Region 4 is engaged in an exchange of a flat mascot, Civy, to further promote connections between members, and to welcome those who are new to CIVSA. Civy is mailed with a picture and a t-shirt as a gift for the recipient, with the request that the same be done for the next member. Progress has been slow, as busy schedules have caused delays for Civy, but enthusiasm remains, and members have enjoyed the interaction thus far.

- b. Although I have not promoted a campus exchange program similar to that of Regions 2 and 3, I am interested in the concept. I was able to visit CIVSA members UT Arlington and Baylor during fall recruitment travel this year, and found great benefit in visiting with colleagues (Adrienne Kincade and Kevin Kirk, respectively) and seeing their operations first hand. I spent an afternoon at McGill University in Montreal to observe operations at another urban research University, and visited with the Welcome Centre staff to promote CIVSA. Additionally, Aviva Walls from my team (CIVSA member, NYU), spent a day at Ohio State University with CIVSA member Ebony Smith to examine and compare operations (largest private to largest public).

Respectfully submitted November 2008,

Josh Fein
Region Four Director

ARCHIVES COMMITTEE: Annual Business Meeting – 2009 Conference – Boston University

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

Committee Purpose: The Archive Committee was created to preserve the history of the association.

The Archive Committee met at Rutgers in October to review the materials stored there. Rutgers served as National Headquarters for all of CiVSA's early years and has done a tremendous job of retaining important association records as well as conference materials. The documents were reviewed, sorted and shipped to New Haven for scanning. We would like to formally thank Matt Weismantel and Jan Stubbs for their stewardship of these records and their dedication to CiVSA.

Materials from several former CiVSA Officers have also been transferred prior to their retirement. It is our goal to inventory all of the materials received and scan as appropriate.

The Committee would also like to acknowledge Jen McGowan's efforts to ensure that all new reports are now archived and available electronically to Officers through a password-protected site. Additionally, issues of *The Welcomer* are archived and available to members through the CiVSA website.

Respectfully submitted May 2009,

Nancy Franco, Chair

HOSPITALITY COMMITTEE: Annual Business Meeting – 2009 Conference – Boston University

Committee Members: Becky Nemeth, George Mason University
Sarah Walz, George Mason University

The Hospitality Committee was initiated by the CIVSA Board at the Mid-Year Executive Board Meeting in 2008. The President-Elect, Betty Spengler, contacted Becky Nemeth of George Mason University to ask if she and Sarah Walz, also from George Mason, would chair this new committee for the 2009 conference.

Purpose:

- To provide a gracious welcome to each conference attendee.
- To staff the registration table and the Hospitality Suite.
- To continue a friendly interchange and build relationships among attendees during the conference.

Goals:

- To touch base with each conference attendee so everyone feels personally welcomed.
- To staff the registration table with volunteers.
- To assure the Hospitality Suite is hosted each night.
- To facilitate introductions among all members and encourage everyone to mingle and build friendships.
- To provide assistance for attendees with special needs.

Strategies:

- We will present each attendee with a welcome letter detailing the Hospitality Suite hours, host region, and networking opportunities.
- We will create a schedule of volunteers to man the registration table.
- We will encourage networking of the membership by having each region host the Hospitality Suite one evening. We will come prepared with activities and icebreakers that could be used to engage people if needed. We will assure that snacks and drinks are available when the Hospitality Suite is open.
- We will provide a means of blending people at the Tuesday lunch to promote opportunities to meet someone new.
- Once special needs are disclosed, we will notify the appropriate CIVSA contact and take action as necessary to meet those needs.

Committee Activity:

- The committee is working with the CIVSA Board and Conference Committee to obtain a list of participants and any special needs attendees may have. We have been working with one attendee to provide a sign language interpreter. We have notified the conference chair of special food requests for several members.
- The committee continues to create activities for socializing in the Hospitality Suite.
- The committee will be in contact with attendees to solicit volunteers for staffing the registration table and Hospitality Suite.
- The committee continues to formulate the welcome letter.

Respectfully submitted May 2009,

Becky Nemeth, Co-Chair
Sarah Walz, Co-Chair

Committee members: Ebony Smith, The Ohio State University (co-chair)
Karenlee Spencer, Eastern Illinois University (co-chair)

To promote CIVSA within the current membership, while meeting the needs of the members of the organization, and the development of a marketing plan, based on research, which will assist our Recruitment committee in securing new members and re-activating inactive members.

Committee's activity in the 2008-09 fiscal year

1. We have limited our discussions/work to a few key areas which we feel can move the organization forward in its membership numbers as well as enhancing its brand in the professional arena.
2. Karenlee Spencer and Ebony Smith have held several conference calls to discuss our direction and purpose.
3. In an effort to reach a larger audience with the exciting information about the 2009 Annual Conference, Ebony created a press release and distributed it to the following organizations:

Chronicle of Higher Education	Diverse Issues in Higher Education
Insidehighered.com	New York Times
NACAC's Journal of College Admission	Women in Higher Education
Community College Week	

Proposed strategies to accomplish the goals/mission of the CIVSA Marketing committee

1. One of the best ways to plan and implement any marketing program is to first survey both current and inactive members.

Current members can tell us:

- How they heard about the organization
- Why they initially joined CIVSA
- Why they are still members
- How they feel about CIVSA's current offerings (website, list serve, newsletter, conference, research, etc.)
- Give us their important feedback through their comments about the organization

Past (inactive) members can tell us:

- Why they are no longer members
- What their perceptions were/are about the organization
- What they were/ are looking for in a professional organization to support their work/careers

2. We feel that as an organization 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.

Items that will require a decision and/or vote of the executive officers is permission to conduct two separate surveys utilizing a resource such as Survey Monkey or other survey tool to be determined by the CIVSA Executive Board.

The Marketing committee is 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 learn more about how the brand needs to be developed and cultivated. This committee wants to support the future efforts of CIVSA by understanding its past and present.

Respectfully submitted May 2009,

Ebony Smith, Co-Chair
Karenlee Spencer, Co-Chair

Committee Members: Barb Dallinger, Illinois State University
Nancy Franco, Yale University
LeAnn Stroupe, University of Missouri
Tami Tassler, Florida Gulf Coast University
Matt Weismantel, Rutgers, The State University of New Jersey
Denise Wellman, University of South Carolina

The Past President's Council strives to act as a resource for the current president and executive board. They are utilized for their historical knowledge and asked to research projects when the current board member needs assistance.

During FY 2009 the Past President's Council checked in with the President Wheeler on a regular basis asking if she needed any assistance or had any projects needing attention. The Council assisted President Wheeler with a project concerning the necessity of insurance liability at the annual conference. The following recommendation was made:

The suggestion was made by several members of the committee that these issues would both require the advice of a lawyer. Barb Dallinger then met with the lawyer on staff at Illinois State in the Division of Student Affairs. His recommendations:

- He doesn't feel incorporation is necessarily the way to go, but if we wanted to do that, he would recommend having a lawyer in the state housing headquarters work on the papers for us. He doesn't see a great deal of benefits from doing it.
- His strongest suggestion was to find a lawyer or firm in the state that will house HQ and request a SPECIAL EVENT INSURANCE POLICY each year that would cover the organization during the conference and comply with the requests in the housing contracts.

Respectfully submitted May 2009,

Barb Dallinger, Chair

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

Since the submission of the mid-year report, this report includes 2 states that were previously omitted; Region 2 (Louisiana) and Region 3 (Illinois) and the total membership for each region has been updated.

The Regional Evaluation Committee recommends the following:

1. Continue with the current regional assignments and revisit should we have a significant rise in membership.
2. Include Puerto Rico and Mexico in Region 5.
3. Consider adding a 2nd regional “coordinator” for each region rather than having just 1 regional “director”. With each region, you would divide the responsibilities between the 2 “coordinators” so that the “director” would not have such a large territory to manage and more attention could be given to specific states or areas with lower membership.
Example: Region 2 (establish an east and west division), Region 4 (establish a north and south division).
4. Partnering or merging with the recently established Marketing Committee. Working together might allow for a well-orchestrated vision and plan. Each Committee will be represented at the 2009 Conference and plans are being made to coordinate a meeting.

I hope the Board find this information of value. It has been a pleasure chairing this Committee and we look forward to feedback.

Respectfully submitted May 2009,

Donna Bostwick, Chair

Committee members: Denise Wellman, Chair
Kim Burdett
Donna Bostwick
Jason Edwards
Clark Lee
Catie Lenaway
Kyle Moore
Andrew Parish
Kate Steinbach

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

Executive Board Goals from 08-09: Collect important variables about information and visitor service programs from each member institution. This information would ideally be collected from each new member and updated on an annual basis.

Committee Activity in 2008-09:

Members committed to holding one conference call each month and accomplished this during all but 3 months of the year, two meeting which were precluded by the busy visit season in the spring. Many thanks for the faithful leadership of all committee members.

An assessment study was conducted in late 2008 to determine the research/assessment interests of the Association. This information was shared with the Executive Board at their mid-year meeting and was made available to the entire membership in the winter edition of *The Welcomer*. The results are also available on the CIVSA webpage. This study was similar to that which was conducted at the 2007 National Conference and was intended to stimulate future research among CIVSA members, especially research grant proposals and conference programs.

The Committee worked to insure that all previous research conducted by members of the Association remains on the CIVSA webpage until the information is no longer current and/or appropriate.

Two research proposal grants were submitted during the year, neither of which was approved. One proposal holds significant promise however was too large in scope for the available timeframe. The CIVSA R & A Committee has offered to work with the researcher in hopes that this proposal will be resubmitted in 09-10.

The Committee remains interested in enhancing the CIVSA webpage and plans to continue to communicate and work with the Executive Board so that important variables about information and visitor service programs from each member institution can be embedded into the "Members Only" section of the webpage. When the webpage is further enhanced with a more detailed searchable function, a new survey (similar to what was conducted in the Spring of 08) will be administered throughout the organization and then posted on the CIVSA website.

One article from the R & A Committee has been published in each edition of the *Welcomer*. A series of articles on designing and conducting an assessment project will be submitted for each edition in 09-10.

Current Assessment Project: The CIVSA R & A Committee conducted another study during the spring 2009 semester to gather information about how member institutions evaluate student workers and to gather examples of student evaluation forms. Only four member institutions responded to this survey (Catawba, UC Irvine, Rutgers, and USC). Seven additional evaluations were received through an email that Peggy Beach submitted across the CIVSA Listserv later this spring (UC Riverside, Ohio State, Georgia, Colorado State, Anne Arundel Community College, West Texas A & M, and Samford). While it was the intend of the R & A Committee to make these evaluations available at the National Conference in Boston, the poor response rate will postpone this, however, Jen McGowan is working with the Committee to make this information available on the CIVSA website. This project will be concluded and available on the web later this summer.

Donna Bostwick will be moderating a roundtable discussion on research and assessment at the National Conference in Boston. She will also be requesting that the organization support the Committee's work by responding to survey questionnaires (like the student evaluation project).

Items that require decision and/or vote by EB: We will distribute the Research Grant Proposal timeline at the 09 Conference and publish these dates in *The Welcomer* immediately following the conference and on the web. The Committee needs assurance that the Executive Board will pay the conference registration for CIVSA member (s) who conducts research and present their work at the 2010 National Conference.

Special thanks again to the R & A Committee for their faithful work this year!

Respectfully submitted May 2009,

Denise Wellman, Chair

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

Executive Committee Meeting – January 29 – January 31, 2009
Washington, DC

Executive Committee Meeting – May 2-3, 2009
Directors' Meeting – May 3-5, 2008
Washington, DC

- CAS is reaching out to IACLEA to discuss the development of new Safety and Security Standards and Guidelines.
- Dr. Julie Owen, George Mason University was selected as the first recipient of the “CAS Grants for Research” initiative. The objective of the research will be to use CAS standards to assess the effects of the design and delivery of leadership programs from over 100 institutions nationwide.
- The new Book of Standards will be published in fall 2009 (6000 copies) and it was agreed that each member association will be provided with a book and CD to the CAS Director and a book to the Executive Director of the member association. The price for the new book will be \$75/book and \$50/book for bulk orders of 10 or more. The CD was set at \$225 and the Book and CD at \$255.
- Matt Weismantel agreed to stand for another 3 year term as member at large of the CAS Executive Committee.
- A new proposed checklist/procedure for considering the development of new standards by CAS was reported by Matt Weismantel and will be brought up for approval at the Spring Director's Meeting.
- The new treasurer proposed and was approved to remove the profit and loss statements for the CAS investment portfolio from the yearly budget balance sheet.
- The 2nd CAS Symposium will take place in the Washington, DC area November 15th to 17th and will include about 300 participants.
- Certificates for each member association recognizing the 30th Anniversary of CAS in 2009 was approved.
- An LCD projector will be purchased and maintained at the CAS Office for use at the CAS meetings.
- The College Union and Student Leadership Standards and Guidelines were reviewed by the Executive Board and approved for presentation to the Director's at the Spring meeting.
- The Executive Committee recommends that the Board approve the establishment of two revision committees for **Campus Information and Visitor Services (2011 completion)** and General Standards (2011 completion).
- An investigation is underway to see if CAS can ensure that all CAS Standards and Guidelines appearing on association web pages are current.

Directors' Meeting

- Matt Weismantel and Pat Carretta (George Mason University) jointly coordinated an hour long wiki/Confluence training program for the Directors.
- The Cooperative Education and Internship Association was approved for CAS Membership.
- The Board approved the establishment of the following committees for completion in 2011:
 - Campus Information and Visitor Services (11 years)**
 - GENERAL STANDARDS
 - Sexual Assault and Violence Prevention Programs (New)
 - Multicultural Centers (New)
 - Veterans Services (New)
- The Board approved the revised standards and guidelines for College Unions (Matt Weismantel, Chair) and Student Leadership Programs.
- A report was made on CAS receiving the Contribution to Higher Education for 30 years of service at the ACPA meeting in Washington in late March 2009
- Upcoming meetings were announced:
 - Summer Executive Committee Meeting: August 9-11, 2009
 - Fall Executive Committee Meeting: November 13-14, 2009
 - Fall Board Meeting: November 14-15, 2009
 - CAS Symposium: November 15-17, 2009

Respectfully submitted May 2009,

Matt Weismantel, Chair