

2009-10



*Executive Officers *Regional Directors
*Association Headquarters *Committees

Annual
Reports



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This has been a year of remarkable accomplishment for CIVSA thanks to those who have devoted their time and talents to reach milestones, create new programs and plan a conference that will bring together the most people ever to attend our annual gathering. The combined efforts of the Executive Board, Regional Directors, Committee Chairs and contributing members as well as dedicated leaders who served over the years have made these accomplishments possible. I am pleased to share an overview of our collaborative efforts and encourage you to refer to individual officer and committee reports to gain a better understanding of the work that has been accomplished this year.

- **Organizational** – Our association was incorporated in Maryland on April 6, 2010 following a vote by the full membership, and a Trade Name application was filed, making it permissible to conduct business without changing the name of the association to include “Inc.” A new Employee Identification Number (EIN) was obtained from the IRS and an application for tax exempt status for our newly formed association is in process and should be completed by the start of the new fiscal year. A Conflict of Interest policy was drafted as part of the incorporation which elected and appointed officers and the Association Manager will now be required to sign upon taking office. A travel policy for anyone traveling on behalf of CIVSA was also approved.
- **Conference Planning** – An expanded conference planning structure consisting of the Conference Host and six sub-committees approved in 2008-09 was successfully implemented. Under the leadership of Stephen Barnett (Conference Host and Local Arrangements Chair) the committee is poised to provide members with an outstanding professional conference at the University of Kentucky. Each subcommittee contributed to the overall success of the conference.
- **Member Relations Committee** – The mission of this newly formed committee encompasses member relations, education and retention. Co-Chaired by Becky Nemeth and Sarah Walz, the committee attracted new members throughout the year and introduced new initiatives including quarterly educational conference calls, the CIVY project and March Madness tournament.
- **Lending Library** – This newly created member benefit allows members to borrow training materials including books and DVDs at no charge other than return shipping. Members will be able to make recommendations for purchases.
- **Membership** – Efforts focused on growth and retention and included a Membership Drive, our first mass mail marketing venture and an aggressive letter writing campaign. Membership exceed 300 for the first time in CIVSA history. President Elect Julian Olivias is to be applauded for orchestrating the marketing efforts that contributed significantly to membership growth.
- **Standards** – Matt Weismantel played a significant role in the revision and approval process of The Council for the Advancement of Standards in Higher Education (CAS) Campus Information and Visitor Services Standards (CIVS). Matt’s has served as our CAS Director since 1998 and his willingness to continue in this role is appreciated.
- **Administrative** – The volume of membership applications, conference registrations and the associated fees processed this year was unprecedented and the work of our Banker Denise Wellman, Treasurer Heather McFarland, Director of Communications Jennifer McGowan and Association Manager Ryan Leigh Runyon was outstanding.

I would like to recognize and thank each member who has contributed this year. It has been a privilege and an honor to serve as your President.

Respectfully submitted, May 2010
Betty Spengler, CIVSA President 2009-10

As of the filing of this report the Membership Committee is pleased to report there are 307 members in CIVSA. This is an important milestone in the livelihood of CIVSA and any professional organization. The goal of 300+ members has been at the center of all activities pertaining to the President-Elect position as the responsibilities of membership recruitment and retention falls within these realms. Maintaining 300+ members allows the organization to remain substantial and credible among professional groups in higher education. The economic woes in higher education may have prohibited some institutions from renewing their annual membership. However, there is a significant increase of newly represented institutions.

I would like to officially acknowledge our current President, Betty Spengler for her hard work in the incorporation process of CIVSA. This is an excellent milestone for the future growth of the association. Betty's dedication and leadership has been an inspiration to me.

Activities supporting membership retention and recruitment

- Participated at the annual meeting of the Texas Association of Collegiate Registrars and Admissions Officers in Lubbock, Texas where I presented on the topic of campus visit programs. I was able to promote membership in CIVSA. This yielded some new members in Region 2.
- Coordinated the design, printing and mailing of a CIVSA marketing piece for recruitment and conference promotional purposes
- Personalized membership renewal reminder letters sent to every member with a lapsed membership outlining the benefits of membership
- Personalized letters sent to each member part of an institutional membership with a vacancy to inform them to update their information and that 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.
- Planning New Member breakfast event for the 2010 Annual Conference at the Hilton Lexington – Downtown
- Updated the new member handbook for distribution at the First Timers Breakfast
- Attended the mid-year meeting in Annapolis, Maryland
- Prepared monthly membership reports for CIVSA Board
- Participated in monthly executive and board conference calls

2011 Conference

- Worked with Laura Neustadt with Helms-Briscoe to select and negotiate our agreement with the conference hotel for 2011.
- Toured prospective conference hotels in March
- Began preliminary planning for the 2011 conference including a tentative conference schedule and researching possible activities/location of the closing dinner
- Proposed a new conference planning and hierarchy to ensure stability and consistency with the planning of future conferences.

Respectfully submitted May 2010, Julian Olivas, President-Elect

The position of Past President as stated in the CIVSA Bylaws includes the following:

1. Serve as a voting member of the executive board,
2. Serve as a consultant for the current president, and
3. Chair the Nominating Committee

As Chair of the Nominating Committee, members from each of the four regions as shown below were asked and agreed to serve on the committee in developing a slate of officers:

Region I: Jacob Hicks, Brigham Young University

Region II: Donna Bostwick, Florida State University

Region III: Theresa Weise, Illinois State University

Region IV: Joe Tiesi, Binghamton University

A call to the CIVSA membership was sent out for nominations and two conference calls with committee members followed. Below is the slate of officers developed by the Nominating Committee for 2010-11:

President-Elect: Jennifer McGowan, University of Michigan

Director of Communications: Brittney Joyce, University of Texas at Arlington

Secretary: Stephen Barnett, University of Kentucky

Ballots and Tellers reports (attached here) were developed for the annual elections which will take place at the Annual Business Meeting on June 5, 2010 in Lexington, Kentucky.

The following actions will take place based on Robert's Rules of Order and CIVSA Bylaws for elections:

1. The president announces, "The next business in order is the election of officers" and calls on the chair of the Nominating Committee for the report.
2. The Chair reads the slate of nominees for open positions and asks, "Are there any further nominations?"
3. The chair appoints tellers and directs them to distribute ballots to voting members (any nomination from the floor would then be filled in by voting members).
4. When the ballots are filled out, the chair directs the tellers to collect the ballots.
5. The chair then inquires if all have voted who wish to, so as to be sure that the tellers have not missed any members. When all have voted, the chair announces, "The polls are now closed."
6. The tellers count the ballots and the first teller appointed reports the vote to the chair.
7. The chair then announces as elected all the candidates who received the simple majority vote.
8. The voting is not limited to the nominees, as every member is at liberty to vote for any member who is not declared ineligible by the Bylaws.

Respectfully submitted, May 2010
Janey Wheeler
Past President, 2009-10

- Prepared and submitted action items notes/minutes from CIVSA Board conference calls throughout the year
- Shared information and recruited for CIVSA with members of the National Association of Baptist Enrollment Professionals (NABEP) at association leadership meeting in December
- Participated in phone and email conversations with some prospective member schools
- Participated in conference planning meetings/calls/email threads as they occurred to prepare for the 2010 Conference
- Prepared notes and minutes from previous annual meeting for this year's annual meeting.

*Respectfully Submitted, May 2010,
Kevin Kirk
CIVSA Secretary 2008-2009, 2009-2010*

**TREASURER'S REPORT**

2010 Business Meeting - CIVSA Conference Lexington, Kentucky

Balance reported at 2009 Business Meeting (through 4/30/09)	70,085.46
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Beginning Balance as of July 1, 2009	60,521.07
Total Credits: (through March 31, 2010)	
INCOME	
Membership Dues and Conference Fees	50,350.07
Total Debits: (through March 31, 2009)	
CONFERENCE COSTS	
Boston University	15,337.09
CONFERENCE COSTS	
Lexington Kentucky	6,114.44
OPERATING EXPENSES	3,665.17
INCORPORATION EXPENSES	735.00
Certificate of Deposit (CD's)	
8-month with 1.8% interest rate	20,000
Maturity date June, 22 2010	
15-month with 2.25% interest rate	10,000
Maturity date January, 22 2011	
Ending Balance as of March Bank Statement	40,404.93
Including CD's	70,404.93
Outstanding Items (through May 14, 2010)	
RECEIVABLES:	
Membership Dues and Conference Fees	8,829.14
PAYABLES:	
Operating Costs	1,406.15
Conference Costs	4,929.78
Lending Library	651.00
CAS EXPENSES	835.93
Incorporation Expenses	381.00
Unofficial Balance as of May 14, 2010	41,030.21
Including CD's	71,030.21

Respectfully submitted, Heather McFarland, Treasurer 2009 - 2010

The Welcomer Newsletter:

This year's issues have been distributed on:

1. 7/21/2009
2. 11/12/2009
3. 2/4/2010
4. 5/6/2010

Next issue will be post-conference, in July.

CIVSA Website:

- 2010 conference website went live in January; conference registration ran smoothly
- Added several new features to CIVSA website, including CIVY tracking and flickr account to share member photos
- Began doing research to transfer CIVSA.org to a paid-for hosting provider
- 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 2010
Jennifer McGowan
Director of Communications 2009-10

Purpose and Goals of Position:

- Membership Recruitment
- Membership Retention
- Informing/Educating current and prospective members about CIVSA
- Liaison for Region 1 members to the Association as a whole
- Personal connection and contact for members in Region 1

The following work was conducted in support of these goals:

- Sent introductory email to Region 1
- Research non-member schools in Region 1 for mailing addresses and emails for future correspondence
- Send mail correspondence to non-member schools in Region 1 to encourage membership.
- Called members who had lapsed to encourage (re)joining
- Sent follow-up email to non-member schools encouraging membership
- Attended mid-year meeting
- Sent holiday cards to all of region and exec board members
- Sent Region 2 email wishing them the best in a new academic semester/new year
- Sent email correspondence to non-member schools to encourage membership and participation at conference
- Sent region email pertaining to participation at annual conference
- Sent region email pertaining to conference registration deadline
- Sent email to region members who are attending the annual conference encouraging a meet up of some kind
- Sent welcome email to members as they join
- Send association updates to regional members as necessary

*Respectfully Submitted,
Lea Hanson, Region One Director
May 2010*

Region 2 consists of members from: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee and Texas

Following the 2009 Conference at Boston University, I researched non-member schools in Region 2 and created a list of these institutions with mailing addresses and emails for future correspondence.

In September I contacted non-member institutions in Region 2 via email with information about CIVSA and the 2010 conference in Lexington.

In late September my job duties changed and my graduate course work took more of a toll on me and my family life than I expected it to. Since then, I have not had the time to attend to my regional director duties that I would have liked. That being said, I appreciate all the hard work and enthusiasm of the members of Region 2 in their recruitment efforts. Region 2 remains the largest region represented with 115 members, and it looks like 50 of those members will attend the Annual Conference in Lexington, making Region 2 a third of the conference!

As representatives of member institutions joined CIVSA and became part of Region 2 over the last year, I reached out to them and continued to provide email communication, welcoming them to the organization and providing my contact information as a resource for questions. I also encouraged these individuals to utilize the CIVSA listserv, get involved, and attend the 2010 Annual Conference.

I was unable to attend the Mid-Year Meeting in Annapolis in December due to some frustrating travel policies within my department. I was given a choice of attending the Mid-Year Meeting or the Annual Conference but was not allowed to attend both, so I chose the annual conference.

As the 2010 Conference quickly approaches I am working with other members of Region 2 on hosting the hospitality event for the last evening of the conference. As hosts for the 2011 conference, Region 2 has a lot of work to do. One idea I have to boost attendance at the 2011 conference is to utilize the “Wanted” photo scene to send this year’s conference attendees personalized reminders that they are “wanted” at next year’s conference. Brittney Joyce and I have also talked about coordinating some pre-conference tours for those who fly into DFW and want to drive down I-35 and tour universities on the way. I believe with the strong showing this region already has, next year’s conference will be a success. Like the saying goes, “Everything’s bigger in ~~Texas~~ Region 2!”

I appreciate the opportunity I was given to serve CIVSA in a leadership role. While the timing was not the best for me, I have truly enjoyed my experience and look forward to serving CIVSA in the future in other capacities.

*Respectfully submitted,
Jennifer McLendon
Region Two Director
May 2010*

Region 3 consists of members from: Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Ohio & Wisconsin

Following the 2009 Conference at Boston University, we researched non-member schools in Region 3 and created a target list of these institutions. Following completion of this document, these schools were contacted via email with information about CIVSA, the services and opportunities it offers, and the 2010 conference that would be held within our region.

In November, a follow-up email was sent to the individuals in Region 3 with lapsed membership, encouraging them to renew their 2009-2010 CIVSA membership and to participate in the 2010 Conference. I also prepared another letter to the non-member schools in Kentucky, highlighting the benefits of CIVSA membership and the upcoming conference (as well as when registration for this event would begin). The letter was accompanied by a “Save the Date” card for the conference as well as CIVSA brochures.

I attended a very productive Mid-Year Meeting in Annapolis in December, where much discussion was given to the opportunity (and benefits of) incorporating the organization, travel policies and stipends, and preparation and plans for the 2010 and 2011 CIVSA Conferences. The weekend allowed participants to report on the activities that had occurred since we met during the national conference, re-energize as we discussed the activities planned for the next conference, and offer long-term planning and goals for the organization and its future growth.

Following the Mid-Year meeting, brochures were developed and printed to advertise the organization, and especially the upcoming conference in Lexington. Contact information for non-member schools in Region 3 was provided to the Executive Committee in order for distribution of these brochures; also, a smaller target list of non-member Region 3 schools was prepared in January and a follow-up letter (reintroducing myself and the organization) was distributed, with the conference brochure, to the individuals and institutions on this target list.

As the 2010 Conference will be held in Lexington in June, I have also had the opportunity to assist Stephen Barnett, Conference Host, and the Conference Committee with additional tasks in order to prepare for this activity. I am so thankful for the opportunity to welcome CIVSA members to Lexington, and to the University of Kentucky campus, for this conference!

As institutions have joined CIVSA and become part of Region 3, I have also continued to provide email communication to these individuals, welcoming them to the organization and providing my contact information for questions and concerns. I have also included information about ways to become involved in the organization, services and resources it offers, and conference opportunities/registration deadlines. I have also sent periodic emails out to the Region 3 listserv—an email in December with updates from the Annual Meeting, 2010 Conference Registration, etc., in March regarding conference registration and program proposal deadlines, and in May with last-minute conference information and ways to be involved in the conference activities once individuals arrive in Lexington.

*Respectfully submitted May 2010,
Amber Dillon Campbell
Region Three Director*

1. To represent Region 4 and to support the ongoing efforts of the Board, I participated in the mid-year meeting hosted by President Betty Spengler at the University of Maryland and nearby Annapolis, MD.
2. As discussed at the mid-year, a shift in my responsibilities, and ultimately, a change in positions at NYU have left me little, if any, time to commit to my CIVSA RD duties. However, increased involvement from the membership in Region 4 has produced wonderful new enthusiasm from future leaders currently serving on the Member Relations Committee, and ongoing service by Board members from R4.
3. In support of CIVSA marketing efforts, Region 4 provided prospect member information for distribution of the conference promotional brochure. This included a thorough assembly of contact info for qualified institutional representatives, contributed to by several members in R4.
4. Membership continues to grow in R4, and in Canada (R5). My outreach effort has been limited this year, so possible sources of growth are:
 - a. Result of Annual Conference held in R4 last summer
 - b. Momentum and word of mouth within the region
 - c. Successful hard work by the Board, President and members within R4

*Respectfully submitted,
Joshua Fein,
Region Four Director
May 2010*

- Regular activities continue to run smoothly (weekly database back-ups, new member packets, weekly reporting)
- After an adjustment period that is typically experienced with the transfer of Treasurer duties, invoicing and reimbursement is also a relatively seamless process
- Additional membership- and conference-related policies and procedures have been established, providing clear direction on previously subjective issues
- The tiered conference fee schedule provided an unexpected improvement in tracking conference registration and fee payment. Because members had an incentive to register and pay early in the registration period, the work of this project was spread across the first and second quarter of the calendar year. Registrations received later in the process were more frequently from new members. Although the deadline days were significantly busier, this process was an improvement over prior years.
- Having brochures and mailing labels printed locally has worked very well. Allegra Printing has provided a quality product, good customer service, and competitive rates. They have also been able to accommodate requests for shipping printed materials to board members as needed.
- I do feel that I have been ‘out of the loop’ as several new processes have been implemented in the last year. While I realize that my role is not a decision-making role, but rather implementing decisions that others have made, I would appreciate the opportunity to be included as new projects and programs are discussed prior to implementation. This would allow me to be proactive in planning and accommodating the needs of the organization.
- I appreciate the opportunity to attend the Board Meeting at the annual conference in Lexington, Kentucky, and look forward to future opportunities to meet with the Board.

Respectfully Submitted,
Ryan Leigh Runyon, Association Manager

Submitted for 2010 Executive Board Meeting

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

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

As presented at the December 2009 Executive Board mid-year meeting, materials from several past officers have been combined to avoid redundancy. Association files from Rutgers will continue to serve as the primary source and all other incoming documentation will continue to be reviewed and sorted.

A proposal was made to the Executive Board in October 2009 to authorize Headquarters to begin a filing system there so that a file is created for each member institution. The request was approved and it is our hope that this will also provide a more accurate history of institutional activity.

Conference Agendas and Attendee Lists from 1994 to present have now been scanned. The committee's goal for the remainder of the year will be to complete an index of all materials currently housed at Yale University and to review the materials currently in storage at Headquarters.

Respectfully submitted,
Nancy Franco

Names of all committee members

Denise Wellman, Chair	Donna Bostwick – Co-chair
Andrew Parrish	Angela Hicks
Kate Steinbach	Megan Schmeusser
Janie Kerzan	Catherine Lenaway

1. We are trying to keep research within the field of visitor and information services in front of the membership, encourage research and publication among member institutions, and promote research based presentations at the national conference. The work of the Committee also involves helping the membership gain some comfort with conducting research to inform their practice (Betty - **still would like some feedback to see if we are meeting this mission**).

2. Committee’s activity in the 2009-10 fiscal year
 - Membership on the committee has changed significantly in that last year due to job changes however, all members have been extremely helpful to the work of the committee. **It will be important for the Executive Board to designate a new chair for the committee in 10-11.**

 - Submitted for publication at least one research article in each edition of *The Welcomer*. Topics included information on the purpose of research, as well as ways that current members are using research to inform practice.

 - Updated the reference list of scholarly articles on the website. This information is now organized by topic. This was completed in September 09.

 - Updated the scholarly publication deadlines and guidelines. This was completed in September 09.

 - Conducted a research project on the methods used to evaluate student workers in the field of visitor and information services and published the results in *The Welcomer*. This study initially involved assessment tools from 9 responding institutions, however four other institutions have made submissions since the study was published. Additional email’s were sent to encourage further participation. At this point, members can make their submission directly to the webmaster for immediate publication on the site.

 - Set and published research proposal deadlines for the 2010 National Conference however, no proposals were submitted.

 - Research proposal deadlines for the 2011 Conference have been established and published both in the *Welcomer* as well as the 2010 Conference Program. **The Committee would love to see a proposal or two from someone on the Board or at the very least, evidence of the Board’s support of research and assessment by sending an email to the membership encouraging research activity within the organization and submission of proposals.**

- Continued to work with Jen on developing a searchable membership database.
 - Worked with the webmaster to rename the website tab “Best Practices” to “Shared Resources”. The Committee did some research on the establishment of benchmarks or best practices. Current research indicates that some industries are moving away from the use of benchmarks, however, work on this project is incomplete and will need to be addressed in future years.
3. Proposed strategies to accomplish the goals/mission of your committee/project
We have a monthly conference call and frequently communicate by email. The Committee has been very active and exceptional on follow-through.
 4. Items that will require a decision and/or vote of the executive officers
 - We need to insure that the Executive Board is prepared to fund approved research proposals. The R & A Committee will establish a sub-committee to review all program proposals and will award conference registration grants and insure that all requirements to receive the grant to the 2011 Conference are met. We are recommending that a minimum of 2 conference registration fees be waived for successful research proposals. The Committee believes that it will be important that research proposal deadlines are set and advertised two years in advance to encourage members to engage in research.
 - We are also asking that all members of the Executive Board who utilize student workers participate in the student evaluation project so that your method of evaluating student workers is visible on the webpage and can serve to encourage other members to participate.
 5. Other pertinent information you believe provides a clear picture of work and mission. **Please have a means to encourage participation in Committee’s at the Conference. We would love to have new members.**

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 and in this manner benefit our professional association through:
 - ii. Influencing the regular revision or creation of standards that apply to the CIVSA members and CIVSA functional areas.
 - iii. Influencing the development of each CAS standard (there are 40) with the voice/lens for issues important to CIVSA.
 - iv. Involving CIVSA members as expert reviewers in related standards.
 - v. Educating other associations about the work of CIVSA.
 - vi. Bringing timely information back to CIVSA from 35 other member associations.
 - vii. Creating a broad professional network of over 35 other member associations allowing the director to connect with projects, initiatives, and policy of those associations.
 - viii. Connecting and reinforcing CIVSA members to their student learning and developmental mission.
 - ix. Establishing CIVSA as an important voice in higher education and student affairs policy and practice.
 - x. Ensuring a multidisciplinary approach to the development of complex policy in higher education.
 - xi. Advancing professionalism in the practice of student affairs and other functions in higher education. Professionalism specifically relates to the development of standards and promotion of assessment practices across higher education.

3. Committee Activities 2009 – 2010
 - a. June 2009 – Matt Weismantel presented at the CIVSA National Conference at Boston University
 - b. Distributed standards promotional materials via the CIVSA quarterly newsletter “The Welcomer”. This year this material was specifically focused on the Fall 2009 CAS Symposium
 - c. Participated as experts in providing feedback and guidance to the CAS Campus Information and Visitor Services Standards and Guidelines Revision Committee as reviewed and updated the existing standards.
 - d. Completed draft text for an extensive revision of the Standards Page on the CIVSA website.

- e. Prepared a document for the CIVSA President and Executive Committee entitled “Benefits to CIVSA as a Member of the Council for the Advancement of Standards in Higher Education (CAS)” (attached to this document).
4. CIVSA CAS Director’s Activities 2009-2010–
- 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 fourth year as Member-at-Large position (2013) with the CAS Executive Board with specific responsibilities focused on oversight of the twelve new and revised standards committees.
 - c. **The CAS Campus Information and Visitor Services Standards and Guidelines Revision Committee chaired by Pat Perfetto of the University of Maryland completed its full review of the CIVS Standards, including expert review, and in April 2010 the revised draft was presented for final review to the CAS Directors at the Spring Meeting in Washington, DC and it was approved unanimously.**
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. Work has begun on marketing plans and efforts within CIVSA to promote the newly revised CAS Campus Information and Visitor Services Standards and Guidelines. These efforts will include general promotion and the first ever CIVSA educational webinar planned for Summer 2010.
 - c. Completed an update of CAS information on the CIVSA website.
6. Items that will require a decision and/or vote of the executive officers
- a. None other than continuation of committee budget allocation for continued membership in CAS and supporting the work of the Committee and CIVSA CAS Director.
7. Further CAS Updates and Information:
- a. Meetings Attend by CIVSA CAS Director
 - ii. Executive Committee Meeting - August 9-11, 2009, Washington, DC
 - iii. Executive Committee Meeting – November 13-14, 2009 Director’s Meeting – November 14-15, 2009 CAS Symposium – November 15-17, 2009, Arlington, Virginia
 - iv. Executive Committee Meeting – February 4-6 (plus February 7 due to Blizzard), Washington, DC
 - v. Executive Committee Meeting – April 17-18, 2010 Director’s Meeting – April 18-19, 2010, Washington, DC

General Updates and Developments

- i. CAS publication sales have been strong and more CDs of Self-Assessment Guides need to be ordered. CAS booths were placed at Spring 2010 ACPA and NASPA annual meetings..
- b.
 - ii. CAS Executive Committee reviewed the use of the CAS standards and guidelines by assessment companies (Student Voice, EBI, Weave on Line, etc.) and is

- determining if conversations about licensing of the CAS standards should be pursued.
- iii. CAS has reviewed and approved policies and processes updates to conform to new IRS requirements for non profit organizations.
 - iv. CAS National Symposium held in November 2009 broke a better than even with \$1,132 net operating gain while providing education and training on standards for 300+ participants.
 - v. CAS President Susan Komives serving on the joint ACPA/NASPA Task Force on Professional Standards and Competencies which will be publishing a document in the next 8 months.
 - vi. CAS President Susan Komives has written a CAS article for publication in *Change Magazine*.
 - vii. Matt Weismantel oversaw a new process for deciding on development of new standards with investigation committee examining Transfer Student Programs and Post-Secondary Testing Centers. It was decided at the Spring 2010 Director's Meeting to proceed with new Transfer Student Programs Standards and Guidelines.
 - viii. Matt Weismantel assisted with the development and implementation of a training program for CAS committee members on the process for revision and development of new standards and guidelines.
 - ix. In addition to approval of the revised CIVS Standards and Guidelines at the Spring 2010 Director's Meeting revised Career Services and new Parent and Family Programs Standards and Guidelines were also approved.
 - x. International Association of Campus Law Enforcement Administrators' (IACLEA) was welcomed as a new member association with CAS as the Spring 2010 meeting.
 - xi. Standards revision and development committees continue work on Admissions, Campus Media Standards, Campus Safety, Counseling, Financial Aid, LGBT Programs and Services, Sexual Assault and Relational Violence, Veterans Programs and Services and General Standards. New committee's have been established for Conference and Events Programs, Fraternity and Sorority Advising Programs and Housing & Residence Life/ Living Learning/ Privatized Student Housing Programs.
 - xii. CAS is forming a research committee to investigate and make a recommendation on the development of new Intercollegiate Athletic Standards and Guidelines.
 - xiii. Development and design of a new CAS website is underway.
 - xiv. Laura Dean, Assistant Professor for Student Affairs at the University of Georgia was elected President Elect of CAS at the Spring 2010 Director's Meeting. Her term begins in Fall 2010 and will extend through her Presidency in 2014.
 - xv. Deb Garrett, Vice Chancellor for Student Affairs at Arkansas State University – Beebe was elected to a three year appointment as a Member-at-Large of the CAS Executive Committee.
 - xvi. A research report was presented showing extensive international involvement by CAS and beginning discussions on how to proceed with this in the future.

Respectfully Submitted,
 Matt Weismantel
 May 12, 2010

Benefits to CIVSA as a Member of the Council for the Advancement of Standards in Higher Education (CAS)

The Council for the Advancement of Standards in Higher Education (CAS) has been the pre-eminent force for promoting standards in student affairs, student services, and student development and higher education programs since its inception in 1979. CIVSA is greatly enhanced and benefited by its collaboration and membership as part of the CAS consortium of over 35 professional associations in higher education.

CAS Membership brings many specific benefits to member associations. For the annual dues of \$400 and costs of attendance of the association director at two Board of Directors meetings, these are some of the benefits that accrue to CIVSA:

- Influences the regular revision or creation of standards that apply to the CIVSA members and CIVSA functional areas.
- Influences the development of each CAS standard (there are 40) with the voice/lens for issues important to CIVSA.
- Involves CIVSA members as expert reviewers in related standards.
- Educates other associations about the work of CIVSA.
- Brings timely information back to CIVSA from 35 other member associations.
- Creates a broad professional network of over 35 other member associations allowing the director to connect with projects, initiatives, and policy of those associations.
- Connects and reinforces CIVSA members to their student learning and developmental mission.
- Establishes CIVSA as an important voice in higher education and student affairs policy and practice.
- Ensures a multidisciplinary approach to the development of complex policy in higher education.
- Advances professionalism in the practice of student affairs and other functions in higher education. Professionalism specifically relates to the development of standards and promotion of assessment practices across higher education.

Each member association appoints a Director and an Alternate Director to the CAS Board. Each association, including CIVSA, has one vote in matters brought before the Board. Standards are approved through consensus decision-making. The nature of the consensus model depends on ongoing trustworthy relationships among Board members. Continuity of membership is essential to facilitate these relationships. The current CIVSA Director to CAS is Matt Weismantel, who has served in this position since 1998 and has become a respected contributor and is now serving his second three year term as a Member-At-Large on the CAS Executive Board.

It was during Matt's Presidency in 1994-1996 that CIVSA first approached CAS for membership and to encourage the development of Campus Information and Visitor Services Standards (CIVS). The CIVS Standards were first approved by the CAS Directors in 2000 and are up for final renewal at the April 2010

CAS Director's Meeting. Matt Weismantel's consistent presence as a CAS Director has been important to CIVSA fulfilling a professional obligation while also providing CIVSA with a tangible opportunity to contribute specialized knowledge in the articulation of standards through his collaborative activities and contributions with other CAS Directors and member organizations.

In his role as the CIVSA Director to the CAS Board Matt has:

- Provided reports at least twice a year about CAS activities to CIVSA leadership and members.
- Provided effective notice of CAS initiatives, including professional development opportunities, to CIVSA to the Welcomer editors and when appropriate via the CIVSA listserv.
- Provided CIVSA members with professional development activities in regard to professional standards at each National Convention since the CIVS Standards were first published in 2000.
- Additionally provided assistance and support to CIVSA member institutions undertaking self-assessment and seeking further information about CAS publications and their uses.
- Been fully engaged and active in the business of CAS including chairing the five separate CAS Standards development committees and serving as a Member-At-Large on the CAS Executive Board with responsibility for all standard development planning in implementation activities.
- Regularly and consistently attended each semi-annual meeting of the CAS Board of Directors since joining the Directors in 1998.
- Been an effective advocate for CAS and initiatives to CIVSA colleagues and other relevant higher education practitioners and constituents.

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.

For the ultimate purpose of fostering and enhancing student learning, development, and achievement and in general to promote good citizenship, CAS continues to create and deliver a dynamic and credible Book of Professional Standards and Guidelines and Self-Assessment Guides that are designed to lead to a host of quality-controlled programs and services. These standards respond to real-time student needs, the requirements of sound pedagogy, and the effective management of 40 functional areas, consistent with institutional missions. Individuals and institutions from more than 35 CAS member organizations comprise a professional constituency of over 100,000 professionals.

CIVSA has been a valuable voice at the table developing standards and bringing the opportunities and concerns of campus information and visitor services to the CAS process for 12 years. This has included being part of the development and renewal of important standards to the CIVS field including Admissions, College Unions, Conference and Event Programs, and Orientation Programs.

For further information:



<http://www.cas.edu>

http://en.wikipedia.org/wiki/Council_for_the_Advancement_of_Standards_in_Higher_Education