



Mid-Year Meeting

Prepared for: The Collegiate Information & Visitor Services Association
Prepared by: Julian Olivas, President

December 3 - 5, 2010



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Schedule

DAY	TIME/ACTIVITY
Friday	<p>4 pm Committee Meetings - Committees should convene and discuss any business that required the attention of the executive committee.</p> <p>5 pm Executive Committee Meeting (Boardroom)</p> <p>8:30 pm Board Dinner hosted by Julian Olivas - Texas Tech University (Boudro's)</p>
Saturday	<p>8:30 am Breakfast (Boardroom)</p> <p>9:00 am Board Meeting Called to Order (Boardroom)</p> <p>12 pm Lunch (On your own)</p> <p>1 pm Board Meeting continues (Boardroom)</p> <p>5:00 pm Meeting is suspended until 8:30 am on Sunday, December 5 (if needed)</p> <p>7 pm Board Dinner hosted by Nancy Franco - Yale University (Acenar)</p>
Sunday	<p>8 am Continental Breakfast (Boardroom)</p> <p>8:30 am Board Meeting Called to Order: A continuation of any tabled discussions. (Boardroom)</p> <p>10:30 am Meeting is Adjourned</p>

President

Summary

The annual conference for the Collegiate Information & Visitors Services Association in Lexington, Kentucky was a huge success thanks to everyone involved in the planning including our hosts at the University of Kentucky. Record attendance at the conference is a great sign of the continued growth of the association and the importance that has been placed on our profession in higher education today especially in the areas of enrollment management. A high standard for future conference experiences for our membership has been set. Planning of the 2011 annual conference in San Antonio is ahead of schedule and has exceeded my expectations.

Current CIVSA membership is at 322 and is the highest to date.

Headquarters: A contract with Runyon Incorporated was negotiated and signed in July and will expire on December 31, 2010. Our contact, Ryan Leigh Runyon of Runyon Inc., has notified us that the company will dissolve later this year. Runyon Inc. will fulfill all terms of the current contract and will continue to work with us on a month by month basis thereafter until the management responsibilities transition fully to a new agency. I have taken the lead in researching options for future association management. Exploratory discussions with AMR Management Resources, Association Management Group and Prime Management Services has allowed me to understand the services and possibilities for future management of the association. It will be important to have a well prepared operating budget as we move forward in these efforts. I have charged the President's Council to assess and establish a recommended working budget for CIVSA due to their historical expertise and knowledge. This will provide us with the necessary foundation to move forward. Upon receipt of the proposed budget and upon evaluation, we will submit a request for proposal to the Association Management Companies Institute, a group of professional companies specializing in association management. Careful consideration will be given to those companies that are most suited to fulfill the board's established needs for the future of CIVSA.

Financial: Denise Wellman, past president (University of South Carolina), graciously continues to handle the banking for CIVSA at First Community Bank in South Carolina. She balances our statements on a monthly basis and we are grateful for her continued support of CIVSA. The future financial and banking needs of CIVSA should be a part of the conversation in regards to association management.

The process to obtain tax exempt status for CIVSA is currently underway.



Communications Committee: In an effort to centralize all marketing and public relations needs of CIVSA, the marketing committee was discontinued and reassigned to the Director of Communications as the chair of the Communications Committee. This will provide a centralized location for all marketing communications, web design and updates in the hands of a member of the executive committee. Additionally, a marketing subcommittee has been formed for the purpose of marketing and promoting attendance at the annual conference.

Communication:

Working with Secretary Stephen Barnett, we have established monthly conference calls to ensure an open dialogue among board members.

Membership renewal reminders were sent to help in retention of current members emphasizing the importance and value of being a CIVSA member.

Developed a postcard to be distributed at the annual conference of the National Association for Collegiate Admissions Counseling. The postcard was also provided to the regional directors to use for their own recruitment efforts.

CIVSA updates from the president and articles for the summer and fall *Welcomer* were submitted for publication.

Respectfully Submitted
Julian Olivas
CIVSA President
Texas Tech University

President Elect

Activity

- Prepared monthly membership reports for July – November and worked with Association Manager to keep accurate membership list.
- Worked with Regional Directors encourage renewals in their regions; we currently have 322 active members and only 25 who have not renewed from last year.
- Sent personal messages to non-renewed members encouraging them to renew their membership.
- Personally contacted each renewing member to thank them for continuing to invest in CIVSA.
- Created a Regional Director handbook and sent to RD's at the beginning of their term; also created Director of Communications manual for reference.
- Participated in Regional Director conference call.
- Worked with Laura Neustadt from Helms-Briscoe Conference Planners to begin discussions on 2012 conference location.
- Continued making changes as necessary to online member list and member school listing.
- Had discussions with new Director of Communications regarding transfer of civsa.org hosting to Wild Apricot.

Respectfully submitted,
Jennifer McGowan
November 17, 2010

Immediate Past President

According to the CIVSA bylaws, the Immediate Past President's duties are as follows and I have addressed each year to date:

- Actively participate in advancing the work of the Association
- Attend full board meetings at the annual conference and mid year meeting
- Participate in board conference calls
- Provide advice and counsel to the President and may, in emergency situations, act on behalf of the Association
- Serve as a voting member of the Executive Board
- Serve as a consultant for the current President
- Serve as chair of the Nominating Committee

Respectfully submitted,
Betty Spengler
Immediate Past President

Treasurer

Balance reported at 2010 Business Meeting (through 3/31/10)		\$40,404.93
Beginning Balance as of July 1, 2010 (not including CD's)		\$44,448.80
Total Credits:		
INCOME		
Membership Dues and Conference Fees	19,631.31	
Total Debits:		
CONFERENCE COSTS		
Lexington, Kentucky	34,355.60	
OPERATING EXPENSES	2,695.25	
INCORPORATION EXPENSES	1,350.00	
Certificate of Deposit (CD's)		
8-month with 1.8% interest rate	20,172.56	
Maturity date February 22, 2011		
15-month with 2.25% interest rate	10,000.00	
Maturity date January, 22 2011		
Ending Balance as of September Bank Statement		15,059.80
Including Certificate of Deposit (CD's)		45,232.26
Outstanding Items (through 11/22/10)		
RECEIVABLES:		
Memberships	5,172.87	
PAYABLES:		
Operating Costs	1,106.44	
2010 Conference Costs	1,645.00	
Travel Allotments	1,750.00	
CAS Expenses	441.46	
Unofficial Balance as of November 22, 2010		15,289.97
Including CD's		45,462.33

Respectfully Submitted, *Heather McFarland, Treasurer 2010 - 2011*

Secretary

In conjunction with President Julian Olivas, coordinated five CIVSA Board Conference Calls. Also completed minutes and action items for those calls on the following dates:

- July 14, 2010
- August 18, 2010
- September 15, 2010
- October 20, 2010
- November 17, 2010

As Secretary, am required to Chair the Constitution/Bylaws Committee when changes are requested by the Executive Board and/or membership. In this instance, the organization's change to the Articles of Incorporation prompted the need for a committee. As a result, the following actions have occurred:

- Created Committee made up of the following members:
 - Janey Wheeler – Emeritus Member, Past President & Former member of a Constitutional Committee – Will serve as Assistant Chair
 - Nancy Franco, Yale University – Past President & Former member of a Constitutional Committee
 - Rahsaan Burroughs – The George Washington University, Former Treasurer
 - Ruthie Pyles – University of Southern California
- * The Committee will also include the advisement of Betty Spengler, Immediate Past President due to listing as Incorporator for CIVSA
- * Including myself the Committee includes one member from Region I, one from Region II, one from Region III and two from Region IV



Upcoming Actions

Will assist in coordination of upcoming CIVSA Board Conference Calls, to be moved from third Wednesday of each month to the second Wednesday.

- Unless otherwise noted, dates will include January 12, February 9, March 9, April 13 and May 11.

Will present a first draft of the By-laws from the Constitutional Committee to the Executive Board by February 1 to have discussion by the Board on February 9. Second draft to be submitted by March 1. Final draft by April 1 to be approved by the Board on April 13. Will submit to the amended documents to the full membership thirty (30) days prior to the 2011 Annual Conference – May 2, 2011 target date.

As Secretary, will serve as logistics coordinator for the 2011 Annual Conference Committee.

Respectfully submitted,

Stephen Barnett

CIVSA Secretary 2010 – 2011

Director of Communications

The Welcomer

Published Dates for this Year

Winter Edition – February 4, 2010

Spring Edition – May 6, 2010

Summer Edition – September 10, 2010

Fall Edition – November 30, 2010

Future Dates

Winter Edition – February 2011 (Call for Articles on December 13, 2010 and January 3, 2011)

Spring Edition – April 2011 (Call for Articles on March 14, 2011)

Summer Edition – July 2011 (Call for Articles on June 13, 2011)

Website

Moved current web information and formatting to Wild Apricot

All Executive Board and RD information was updated to current website by Jen McGowan after July 1, 2010

Continuing to update CIVY travels on Flickr account and website

Conference

Currently creating conference brochure/mailer to reach membership before registration opens in January 2011

Currently finalizing conference logo

Facebook

Transitioned from Facebook group to Fan Page

Currently have 133 “fans” on Facebook

Respectfully Submitted,

Brittney Joyce

Region 1 Director

Goals of Position

Recruitment and Retention of Members
 Serve as a resource and liaison for Region I Members to National Association
 Market 2011 CIVSA Conference in San Antonio, TX

MONTH	TASK
JULY/AUGUST	<p>Researched non-member schools in Region I for mailing addresses and emails * Shared this information with current Region I members and several volunteers made phone calls & sent emails to nonmembers in their area *Also sent out Welcome email after the conference to introduce myself to the region</p> <p>Worked with another Region I member to organize a Denver area luncheon. We invited over 15 non-member schools in the area to lunch, where we shared ideas about visits and also gave them more information about CIVSA. One school did join immediately following the lunch. A similar luncheon was also held by one of our members in California.</p>
SEPTEMBER	<p>While on the road for admission recruitment, I actively sought out non-member schools from Region I. I had conversations with them about CIVSA as an organization and some of the benefits. I traveled with the CIVSA brochures and placed some on region 1 chairs at college fairs in the Chicago area.</p>
OCTOBER	<p>Sent an email to Region I members introducing them to some of our new members in the region as well as updating them on the luncheons and recruitment efforts going on. Also encouraged them in this busy travel season for some.</p>
DECEMBER	<p>Attend mid-year meeting* Send Holiday card to Region I members and executive board.</p>
JANUARY	<p>Email Region I members wishing them the best in the new academic semester. Also encouraging them to attend Conference and some of the things I learned at mid-year meeting* Research non-member schools again and send them brochures and emails. Actively recruit before conference so we can have even greater conference attendance.</p>
FEBRUARY	<p>Send follow up email correspondence to non-member schools to encourage membership and participation at conference.</p>



MARCH	Email Region I members to encourage participation at annual conference
APRIL	Email Region I members about Conference registration deadline * Bring CIVSA brochures on spring recruitment trip. Network with Region I non-members at college fairs.
MAY	Email Region I members attending conference- ways to be involved/assist with preparations, opportunities for regional meetings and events.
JUNE	Attend and assist with CIVSA Conference in San Antonio, TX (pending budget approval)
ONGOING	Send welcome email to members as they join * Send association updates to regional members as requested/needed *Participate in conference calls and communication with Executive Board.

Respectfully submitted
Brittany Monroe, Senior Admission Counselor
University of Colorado Boulder

Region 2 Director

Goals of Position

Recruitment & Retention of Members

Informing & educating current and potential new members about events within CIVSA

Liaison & resource for Region II Members to the National Association

Market the 2011 Conference in San Antonio, TX

MONTH	TASK
JULY	Sent introductory email to Region 2 Brochures sent to Holly Kiser (Texas Wesleyan University) for TACRAO Conference
AUGUST	Researched non-member schools in Region 2 for contact person and information for future correspondence
SEPTEMBER	Contacted lapsed members encouraging them to renew their membership Region 2 email - updating members on status of regional membership and reminded everyone to save the date for the 2011 Conference in San Antonio
OCTOBER	Began mailing letters to non-member schools encouraging membership (brochures included) Region 2 email - update on regional membership and asked if any members would like to assist with recruiting/retention efforts within the region
NOVEMBER	Final effort to contact lapsed members for renewing membership Region 2 email - reminder of December 31 deadline to submit proposal(s) for 2011 Conference
DECEMBER	Attend midyear meeting Send holiday Ecard to Region 2 members and executive board. Continue mailing letters to non-member schools encouraging membership (brochures included) and 2011 Conference information Region 2 email - updating members on status of regional membership and information from midyear meeting
JANUARY	Region 2 email - encouraging the best in the new year and countdown to 2011 Conference
FEBRUARY	Send follow up correspondence (emails/phone calls) to non-member schools encouraging membership and conference attendance



MARCH Region 2 email - encourage attendance and participation in the 2011 Conference

APRIL Region 2 email - information regarding deadlines for the 2011 Conference

MAY Contact regional members attending conference with ways to be involved and/or assist with the 2011 Conference (preparation, regional meetings, events, etc.)

JUNE Attend and assist with 2011 Conference in San Antonio, TX

ONGOING Contact new members as they join
Email Region 2 with membership updates and information as needed/requested
Participate in conference calls and communication with other RD's and Executive Board

Respectfully submitted
Jennifer McKenzie
Director, Region Two

Region 3 Director

Goals of Position

Recruitment and Retention of Members

Serve as a resource and liaison for Region III Members to National Association

Market 2011 Conference in San Antonio, Texas

MONTH	TASK
AUG/SEPT	Sent introductory email to all Region III Members Researched non-member schools in Region III for email correspondence Sent emails to those with lapsed membership
NOVEMBER	Region III Email - updates about 2011 Conference
DECEMBER	Region III Email - updates/information provided during/following Mid-Year Meeting Send Holiday card to Region III members and executive board
JANUARY	Region III Email – wishing them the best in new academic semester/year
FEBRUARY	Region III Email – reminder about conference registration & fee deadline of February 15th Non-Member Region III Email – reminder of conference registration & fee deadline of February 15th (for non-members)
APRIL	Region III Email – RE: Participation at/Registration deadlines of annual conference
MAY	Email to those attending conference (members/non-members from Region III): ways to be involved/ assist with conference activities, regional meetings and networking opportunities, etc.
JUNE	Attend and assist with CIVSA Conference in San Antonio, Texas
Ongoing	Send welcome email to CIVSA Region III members as they join Send association updates to regional members as requested/needed Participate in organizational/regional directors conference calls.

Respectfully submitted: Amber Dillon Campbell, Associate Registrar of Data Management, University of Kentucky, CIVSA Director, Region III

Region 4 Director

MONTH	TASK
AUG/SEPT.	<p>Follow up email to current Region 4 members, thanking them for attendance to conference, encouraging them to stay connected and contact me with any questions.</p> <p>Worked on research for future members, lapsed members</p> <p>Conference Call with other regional directors</p>
OCTOBER	<p>Based on membership reports worked on contacted lapsed members</p> <p>Emailed "Welcome letters" to new members, whether institutionally new or new as an individual</p> <p>Met with University of Maryland (Peggy Tiffany) and American University (Megan Nassau) members to discuss outreach plans</p> <p>Emailed current Region 4 members to give updates on CIVSA happenings</p>
NOVEMBER	<p>Continued contact with potential members (such as Lehigh, Lafayette, University of Delaware)</p> <p>Emailed Region 4 again asking for involvement in regional lunches/dinners</p>
DECEMBER	<p>Unable to attend mid-year meeting</p> <p>Planning on continued follow-up for regional lunches and dinner</p>
JANUARY	<p>Anticipated lunches/dinners in Western PA as well as New York and Philadelphia/Delaware area. Hosted by Kim Schon of Bucknell and Meghan Schmeusser of University of Wilmington</p> <p>Follow up emails to potential members</p> <p>Regional Email-Happy New Year</p>
FEBRUARY	<p>Start of formal recruitment for CIVSA 2011 conference in San Antonio.</p> <p>Work on regional incentives for attendance</p> <p>Regional Email: Goodluck with Spring!</p>
MARCH	<p>Continued recruitment for CIVSA 2011 Conference</p> <p>Work on another local gathering in various cities throughout the region</p>



Regional Email

APRIL Continued recruitment for CIVSA 2011 Conference

Start brainstorming on regional meeting and special region 4 tokens for conference (REDSKINS?!, GIANTS, EAGLES? BOO COWBOYS)

MAY Conference Recruitment, Regional planning for get togethers at conference

Connect with regional members that are attending conference to set up times to meet and let them know agenda for regional meeting if they would like to add anything

JUNE CONFERENCE, attend and assist for conference in San Antonio, Arrive early to assist with set up

Overall this has been a successful few months for Region Four. I believe that over the next few months we will have a strong showing at the regional lunches and I will make sure to have continued involvement in Executive Board conference calls.

On a personal level, I hope to be even more involved in the executive committee and regional directors so that I can be the best leader for my region and well educated when we get to the conference in San Antonio.

Respectfully submitted,

Dorie Ain

Senior Assistant Director of Undergraduate Admissions, George Washington University

Director, Region Four

Archives

Goal & Purpose

The Archives Committee has been designed to preserve the history of the association. Lending Library has been established to assist CIVSA members with recourses and information which will strengthen their visit programs.

Submitted for 2010 Executive Board Meeting

Committee Members: Joe Tiesi, Chair, Binghamton University
Amanda Tagliaferro, Archives, Yale University,
Benjamin Toll, Lending Library, St. Mary's College of Maryland

Archives: To avoid redundancy of materials from past activities and to provide a more accurate history of institutional activity, the Archives Committee will continue to scan important CIVSA documents. A history of Association files from Rutgers University will continue to serve as the primary source and all other incoming documentation will continue to be reviewed and sorted. Conference agendas, programs, schedules and attendee lists from 1994 to present have now been scanned. Additionally, meeting minutes from past Executive Board meetings, past "Welcomers", Executive Board correspondence and old Membership Directories have been scanned.

Lending Library: There are currently five items in the Lending Library. The items can be viewed at <http://civsalibrary.wordpress.com/>. The site gives a review of each of the items, allows members to reserve copies, and to make suggestions about a resource that might be of value to the collection.

The library is currently being underutilized by CIVSA members. The inactivity has prompted questions about the direction the Lending Library should take. More information and feedback should be gathered from CIVSA members to help better understanding the direction this library should be moving in.

Ben Toll has proposed using the "Welcomer" to attach a survey to collect feedback. The goal of this survey would be to determine the level of interest from our members in investing and building the Lending Library's collection. Depending upon the results of this survey, this committee may put together a strong push to promote the library and add resources to its collection.

Respectfully submitted
Joseph Tiesi

Conference Planning

2011 Annual Conference Update

Conference Registration Fee Schedule approved by the Executive Board via email vote on August 30, 2010:

	Member	Non-Member
January 15-February 15	\$295	\$395
February 16-March 15	\$345	\$445
March 16-April 15	\$395	\$495
April 16-May 15	\$445	\$545

Guest Fee discussion: Propose we continue to use ala carte pricing structure for schedule options open to guests.

Conference Registration Services: The Executive Board has discussed contracting with the University of Maryland Conferences and Visitor Services to provide registration services at a cost of \$20 per registrant; minimum of \$3,000 (see attached). Executing this contract is an order of business during this midyear meeting.

Considerations:

- Website
- Payment by check
- Managing member registration vs. non-member registration
 - o Password protection
 - o Membership payments
- Finances

Budget: See attached as of December 1, 2010

Schedule: The following working schedule has been approved by the Executive Board and is subject to change to accommodate sponsors or other opportunities that will benefit and enhance the experience for attendees:

Monday June 6 <i>80 Rooms Blocked</i> (2010 Pickup: 93)	Tuesday June 7 <i>80 Rooms Blocked</i> (2010 Pickup: 94)	Wednesday June 8 <i>80 Rooms Blocked</i> (2010 Pickup: 80)	Thursday June 9 <i>65 Rooms</i> (2010 Pickup: 70)	Friday June 10
<p>Pre Conference / Day One</p> <p>8am-4pm Registration & Information Center Open</p> <p>12-4pm Area Campus Visits/Tours Free time to explore San Antonio and visit the Alamo</p> <p><i>Lunch Own Your Own</i></p> <p>1-2pm Pre-Conference Workshop Serve Smart - Everyday Extraordinary Customer Service, Jason Young, Former senior-level manager at Southwest Airlines</p> <p>2-3pm Snack Break Info Fair Open</p> <p>3:30pm Board trolleys for Institute of Texan Cultures. Group photo @ the Alamo</p> <p>5-6:30pm Official Welcome Keynote Address The Southwest Effect: The ultimate high-performance workplace, Jason Young, Former senior-level manager at Southwest Airlines</p> <p>6:30-8pm Welcome Dinner hosted by University of Texas San Antonio</p> <p>8:30-11pm Hospitality Suite Open</p>	<p>Conference Day Two</p> <p>8am-Noon Registration & Information Center Open</p> <p>8-9:15am Welcome Breakfast/Buddy Event</p> <p>9:30-10:30am Concurrent Educational Sessions</p> <p>10:45-11:45am Concurrent Educational Sessions</p> <p>12-1:30pm Regional Lunch</p> <p>1:45-2:45pm Concurrent Educational Sessions</p> <p>2:45-3:45 Snack Break Info Fair</p> <p>4-5pm Concurrent Educational Sessions</p> <p>5:15pm River Walk Boat Tour</p> <p>6:45pm TargetX Signature Sponsor Happy Hour</p> <p>8-11pm Hospitality Suite</p>	<p>Conference Day Three</p> <p>7:30-8:30am Brown Bag Breakfast Buffet (Informal networking by school size or region.)</p> <p>9-10:15am Collaborative Discussion Circles</p> <p>10:30am-11:45am Collaborative Discussion Circles</p> <p>Noon-1:15pm School Pride/T-Shirt Exchange Lunch</p> <p>1:15-2:15 Info Fair</p> <p>2:30-3:45 pm Collaborative Discussion</p> <p>4-5pm Student Panel Discussions (2 options)</p> <p>8-11pm Hospitality Suite</p>	<p>Conference Day Four</p> <p>7-8:30am Brown Bag Breakfast Buffet (Informal networking by school size or region)</p> <p>8-11:30am Area Campus Visits/Tours (multiple options)</p> <p>11:30am-12:15 pm Lite Lunch Buffet</p> <p>12:30-1:30pm Annual CIVSA Business Meeting</p> <p>1:45-2:45pm Concurrent Educational Sessions</p> <p>2:45-3:45 Snack Break</p> <p>2:45-3:45pm Info Fair</p> <p>4-5pm Closing Plenary Session Dr. Gage E. Paine - Vice President for Student Affairs, University of Texas</p> <p>6:45pm Closing Dinner</p> <p>9-11pm Hospitality Suite</p>	<p>Post Conference</p> <p>9am-12pm UTSA Campus Tours</p>

Local Arrangements:

Marisol Scheer, Chair, University of Texas at San Antonio
Marisol Mandujano, University of Texas at San Antonio

The committee arranged a comprehensive site visit and met with the local San Antonio colleges and universities about hosting tours/visits during the conference. The University of San Antonio will host the official conference welcome, key-note and opening dinner. Having local arrangements committee members located in the city where the conference will take place has already proven to be invaluable and should be increasingly more important as the conference approaches.

Information Fair / Exhibits / Sponsorships:

Lori Atkinson, Chair, Southern Methodist University
Brittney Joyce, University of Texas at Arlington

A goal of \$8,000 in sponsorships has been established and it will be critical to the financial success of the conference to achieve this goal. Jenn McKenzie has developed an electronic sponsorship form that will be used in conjunction with the paper copy developed and used in 2010. We are currently planning to use the sponsorship levels and fee structures established in 2010 unless there is opposition. A list of potential sponsors has been developed and the subcommittee is poised to move forward with securing sponsorships. Another member needs to be added to this committee to manage the Information Fair and Exhibit area.

Member Relations:

Jaime Engelhart, Co-Chair, Arizona State University
Tami Tassler, Co-Chair, Florida Gulf Coast University
Becky Nemeth, George Mason University

The First Timers breakfast has been replaced with a Welcome/Buddy breakfast based on feedback from the 2010 conference survey and input from Jen McGowan, President Elect. The Member Relations sub-committee will work with Jen to plan this breakfast to facilitate the buddy element and meet established goals for engaging first time conference attendees. They will also work with the Networking Activities sub-committee to coordinate Hospitality Suite events.

Networking Activities:

Evelyn Betancourt Martinez, Chair, University of Texas at San Antonio

Ideas for an activity similar to the hat making contest held last year are being explored.

Programming and Education:

Lea Hanson, Chair, Colorado State University
Jenn McKenzie, Assistant Chair, Hendrix College
Jennifer McLendon, University of North Texas

Theme: Bridges to Next Practices

Tracks: Information & Visit Programs, Student Workforce, Development (Professional and Personal as it relates to the workplace)

Collaborative Discussion Circles: The informal discussion based sessions that have been called Roundtables and Facilitated Discussions in the past have been renamed once again in an attempt to help conference attendees understand that the session is not a presentation, but an interaction.

Rebates: The Executive Board approved the rebate structure used in 2010: \$60 for an Educational Session and \$30 for a Collaborative Discussion Circle.

Student Panels: Two concurrent panels will be included in the schedule this year to provide Visitor Services and Information Services focused options.

Call For Proposals: The Call for proposals was sent via email on November 5. The submission process was streamlined by creating online electronic forms using Survey Monkey. The deadline for proposals is December 31, 2010.

Featured Speakers: A contract has been signed with Jason Young, Former senior-level manager at Southwest Airlines.

Jason Young captures the innovative strategies and tactics he created at Southwest Airlines, Jason offers insights and practical information that can be implemented immediately. His keynote presentations and training programs are in demand for audiences of all types – from senior level executives to front line employees. Jason’s messages reach to the core of every audience member with his unique style and engaging presentation skills. Participants are treated to a compelling experience that will change the way they view themselves, their customers and the company for which they work.

Jason’s keynote presentations are designed to reinforce the concepts and skills geared to increase learning and assist in the transition from the meeting room to the workplace. The result is an inspirational encounter that resonates long after his presentation is over.

The \$3,500 presentation fee and \$400 travel reimbursement buyout option plus one night hotel accommodation includes the following presentations:

- Pre Conference Workshop - Serve Smart - Everyday Extraordinary Customer Service
- Keynote Address: The Southwest Effect: The ultimate high performance workplace

We have the option of purchasing Jason’s book Culturetopia for \$6 per copy (regularly \$17.95). Jason has agreed to sign books following the presentation.

Payment is due at the conclusion of the presentation.

Closing Speaker: Gage E. Paine, Vice President for Student Affairs at the University of Texas San Antonio. Gage E. Paine earned her Ph.D. in Educational Administration from The University of Texas at Austin and J.D. from Texas Tech University. Dr. Paine has presented workshops at numerous statewide and national conferences on student affairs topics and has presented various creative leadership programs. She served as the director of the New Professionals Institute for the National Association of Student Personnel Administrators (NASPA), Region III, for 2008 and 2009.

Publicity / Promotions:

Ebony Smith, Chair, The Ohio State University

Hand addressed Save the Date postcards have been mailed to all current members and 2010 lapsed/non-renewed members. A conference brochure is in production. The target mailing date for this piece is January 15 to coincide with the opening of conference registration.

For discussion:

- Advertising in the Chronicle of Higher Education
- Advertising in the online NACAC Bulletin
- Budgeting for advertising (conference/general funds)
- Purchasing and developing mailing lists
- Regional Director’s role in cultivating leads and promoting the conference

Constitution/By-Laws

In 2010, then-President and now current Immediate Past President, Betty Spengler, served as Incorporator for CIVSA and under legal guidance created Articles of Incorporation for our organization. As Secretary, I am required to Chair the Constitution/Bylaws Committee when changes are requested by the Executive Board and/or membership. In this instance, the organization's change to the Articles of Incorporation prompted the need for a committee. As a result, the committee was formed and is comprised of the following members:

- Janey Wheeler – Emeritus Member, Past President & Former member of a Constitutional Committee – Will serve as Assistant Chair
- Nancy Franco, Yale University – Past President & Former member of a Constitutional Committee
- Rahsaan Burroughs – The George Washington University, Former Treasurer
- Ruthie Pyles – University of Southern California
 - * The Committee will also include the advisement of Betty Spengler, Immediate Past President due to listing as Incorporator for CIVSA
 - * Including myself the Committee includes one member from Region I, one from Region II, one from Region III and two from Region IV

On Tuesday, November 23, the committee met via phone conference call to set forth a plan to complete the necessary steps in developing a new set of By-Laws to serve as the governing document along with the Articles of Incorporation for CIVSA.

The Committee will essentially merge the current Constitution and By-laws into one document to complement the Articles of Incorporation.

The Committee will meet during the Mid-Year Meeting to complete as much work on the document as possible while having the opportunity to meet in-person rather than over the phone and by e-mail.

Board members and members of the organization have until January 15 to submit any changes they would like to be considered as changes for the new By-laws.



- The committee will present a first draft of the By-laws from the Constitutional Committee to the Executive Board by February 1 to have discussion by the Board on February 9. Second draft to be submitted by March 1. Final draft by April 1 to be approved by the Board on April 13. Will submit the amended documents to the full membership thirty (30) days prior to the 2011 Annual Conference – May 2, 2011 target date.

Member Relations

Goal and Purpose

The Member Relations Committee's goal is to make CIVSA members feel more engaged in the organization throughout the year. We will facilitate specific functions to make each new member feel a welcomed and valued part of the association, and initiate programs or events throughout the year to increase the value of membership in the association.

Committee Co-Chairs: Kim Schon and Niki Mendrinos

Members: Betsey Bachert, Catherine Steffan, Claire Reynolds, Deidre West, Jennifer McLendon, Liz Bergren and Bryan Jue

Committee Activity to Date:

- We just recently message to CIVSA members asking who would like to get involved. We got a great response and had our first conference call on Tuesday, November 16 to welcome everyone to the committee and ask them to get their thinking caps on as to how we can engage our members.
- We've implemented a birthday card initiative where any member who provides their birth date (day and month) will receive an e-card. We will also be putting on a message on the CIVSA FB page each month with those who have birthdays that month.
- Purchased new luggage tags to go into new member packets. We purchased 500 in hopes these would last a couple of years. They are a flatter version than before so they are easier to mail.
- Ryan Leigh also assisted us in purchasing more CIVSA decals to also send to new members. We purchased 500 decals from Allegra Printing.
- We decided not to do a 2011 calendar card but instead will be sending a traditional greeting card with a personalized message. We are currently working on ideas of what to send with the holiday card if anything to our members.
- The Civy Program is still underway. Liz Bergren from Member Relations will be tracking Civy to make sure the person who has him continues to move him along and then gets their pictures to Jen for the website.
- The Quarterly Roundtable Discussion started off with a bang with 27 members logged in to participate in the CAS webinar "Assess Your Program Using the CAS Campus Information and Visitor Services (CIVS) Standards". Our next roundtable will be schedule for Feb. and we will be announcing the topic soon.
- We are also looking at the possibility of a pop up hat – not for conference now but perhaps "have a great year in 2011" theme. More to come on that.
- Bryan Jue has agreed to do another March Madness CIVSA Bracket Challenge so we will be announcing that in mid-February to get people pumped up.
- Member Relations will also be an administrator for our Facebook fan page and will be trying to get people to go to the page and comment and/or post things there as well.

Nominating

In my role as Chair of the Nominating Committee, the following plans are in place:

- **An article will be included in the Fall Welcomer to recruit members for the Nominating Committee.**

The suggested criteria for a committee member used last year is outlined in the article as follows:

1. A member in good standing for at least three years
 2. Has attended at least one CIVSA conference
 3. Is planning to attend the 2011 conference in San Antonio, Texas
- **March 2, 2011:** An email will go out to membership with a Call for Nominations for open positions on the executive board.
 - **April 4, 2011:** The committee begins conference calls discussing nominations that have been collected. Committee will develop a slate of nominees that includes biographical information for each candidate.
 - **May 2, 2011:** An email will go out to the membership announcing nominees and information to submit absentee ballots.
 - **June 1, 2011:** Ballots will be prepared for use during the annual Business Meeting at the 2010 conference. Committee members in attendance will manage the process of the elections at that meeting.

In addition to the responsibilities outlined for the Immediate Past President in our governing documents, I am serving as 2011 Conference Chair. The report from that committee will be presented at the midyear meeting and is separate from this report.

Respectfully submitted,
Betty Spengler
Chair, Nominating Committee

President's Council

Goal & Purpose

The President's Council is an advisory committee comprised of former CIVSA Presidents. The Council was established to serve as a resource for the current President and Executive Committee and provide institutional memory and assistance as needed.

Committee Members:

Nancy Franco, Yale University
Barb Dallinger, Illinois State University
Troy Selk, Brigham Young University
Betty Spengler, University of Maryland
LeAnn Stroupe, University of Missouri
Tami Tassler, Florida Gulf Coast University
Matthew Weismantel, Rutgers
Denise Wellman, University of South Carolina
Janey Wheeler

The President's Council has been asked to begin preparations for a Draft CIVSA budget. The Council has reviewed all of the expenditures over the last year and has sorted the expenses by category. This will be the framework for our discussions as we review how the Association is currently operating and begin to make recommendations on budget guidelines for future years. The Council will also review expenses to be sure that we properly fund recruitment activities to ensure the future growth of our organization.

The Council will have a December conference call to discuss the next steps.

Respectfully submitted
Nancy Franco, Chair
November 22, 2010

Standards

Goal & Purpose

To ensure the viability and appropriateness of CAS Campus Information and Visitor Services Standards and Guidelines

To encourage the propagation and use of the CAS Campus Information and Visitor Services Standards and Guidelines

To actively promote and represent CiVSA on the CAS Director's Board

To support and promote the Campus Information and Visitor Services functional area within higher education.

Committee Members

Matt Weismantel, Rutgers – The State University of New Jersey, Chair of Standards Committee and CiVSA Director to CAS

Betty Spengler, University of Maryland – College Park, Member of Standards Committee and Alternate CiVSA Director to CAS Committee Activities 2010

Committee Activities

Spring 2010 – Revised Campus Information and Visitor Services Standards (CIVS) and Guidelines were approved at CAS Director's Meeting

Distributed revised CIVS Standards and Guidelines announcements via the CiVSA quarterly newsletter "The Welcomer" and CIVSA Listserv.

Facilitated the first on-line webinar CiVSA Roundtable on the topic of CAS CIVS Standards and Guidelines in November, 2010.

CiVSA CAS Director's Activities 2010

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.

Served in fourth year as Member-at-Large position with the CAS Executive Board with specific responsibilities related to oversight of the CAS revision and new standards committees. (Approx. 12 each year)



Served as the expert member of the Campus Information and Visitor Services Standards and Guidelines Revision Committee.

Coordinating the extensive redesign of CAS protocols for the substantial and editorial revision of Standards along with the protocols for the development of new CAS Standards.

Designed a new field experience opportunity for college student affairs graduate students to work with the CAS development and revision committees. Recruitment is underway and there is hope for our first graduate student within the next year.

Proposed strategies to accomplish the goals/mission of your committee/ project

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 including regular attendance at the CIVSA Monthly Executive Board Conference Calls.

Continue to provide new and innovative outreach and training opportunities to CIVSA members promulgating the CIVS Standards and Guidelines and discussing and providing educational programs on their use and the development, implementation and assessment of student learning outcomes. Additionally promoted the CAS Research Grant program via the CIVSA Listserv.

Continue to maintain oversight of CAS and Standards information on the CIVSA website and ensure ease of access and appropriate and helpful content and training materials.

Items that will require a decision and/or vote of the executive officers

There is continued concern about the budget for this area which has not been increased in over ten years and is now too small to permit the CIVSA CAS Director to attend the last day of each biannual meeting of the CAS Directors. A \$500 budget increase for this important responsibility would ensure that CIVSA is at the CAS table and fully benefiting from its membership and collaboration with its 38 fellow CAS professional association.

Further CAS Updates and Information:

Meetings

CAS Executive Committee Meeting - August 5-7, 2010 Washington, DC

CAS Executive Committee Meeting – October 16-17, 2010 Washington, DC

CAS Directors' Meeting – October 17-18, 2010 Washington, DC

CAS Executive Committee Developments

New Parent and Family Programs Standards and Guidelines, Revised Career Services Standards and Guidelines, New Veteran and Military Programs and Services Standards and Guidelines, Revised LGBT Programs and Services Standards



and Guidelines and Revised Undergraduate Admissions Programs and Services Standards and Guideline were all approved by the CAS Director's.

The Association for Higher Education Parent/Family Program Professionals (AHEPPP) and the Association for the Study of Transfer Students were both approved for membership within CAS.

For auditing purposes all CAS Director's are now required to formerly submit disclosure forms as required by the IRS and maintained via central office file.

CAS will be premiering a new website soon that was designed by students at the Art Institute of Washington, DC.

Nine proposals were received for the CAS Research Grant including interest from CIVSA members which will likely generate a grant application next year.

One September 1, 2010 Associate Professor Laura Dean began her new role as CAS President-Elect and Dorothy Mitisifer began her new role as the CAS Editor. Deb Garrett also joined the Executive Board as a newly elected Member-at-Large for Outreach.

The Frameworks for Assessing Learning and Development Outcomes is now out of print but has been moved into an electronic format and is available via the CAS On-line Store for a small fee.

A committee has been appointed to work on study questions for potential Athletic Support Services and Programs Standards and Guidelines.

Association Manager

Runyon Incorporated

Headquarters operations continue to run smoothly. The policies and procedures that have been set over the last year and a half have greatly increased the efficiency of Headquarters in responding to the needs of members and inquiries of potential members. Communication between Headquarters and the Executive Board has also been effective, with prompt response to time-sensitive matters.

Although the last few weeks have been very quiet, with few new memberships or renewals, paid memberships are approaching 340 (not including vacancies in Institutional Memberships, which bring the total over 360). I anticipate that these numbers will continue to increase when registration for the 2011 conference is opened.

The current membership numbers are well over the threshold of 300 that has long been discussed as the point at which membership becomes self-sustaining and association management should be transferred to a professional management company. (This number has been “the” number since I was a Regional Director, and then a member of the Executive Board [late 1990s, early 2000s].) With this point in mind, I have approached the CIVSA President and Immediate Past President to initiate the transfer process, to be completed sometime in 2011. Until transfer is complete, Headquarters will continue to operate as normal.

I appreciate the opportunity for continued involvement with CIVSA,

Respectfully Submitted,
Ryan Leigh Runyon

Mid-Year Meeting Agenda

San Antonio, Texas

December 3 - 5, 2010

Call to Order

Reading and Approval of Executive Board Meeting June 2010 Minutes – Stephen Barnett

CIVSA Board & Standing Committee Reports

Officers

President – Julian Olivas

President Elect – Jen McGowan

Immediate Past President – Betty Spengler

Secretary – Steven Barnett

Treasurer – Heather McFarland

Director of Communications – Brittany Joyce

Regional Directors

Region One – Brittany Monroe

Region Two – Jennifer McKenzie

Region Three – Jen McGowan on behalf of Amber Campbell

Region Four – Jen McGowan on behalf of Dorie Ain Ravick

Standing Committees

Archives – Julian Olivas on behalf of Joe Tiesi

Communications – Brittany Joyce

Constitution & By-laws - Stephen Barnett

Member Relations – Kim Schon

Nominating - Betty Spengler

President's Council - Nancy Franco

Research & Assessment – Julian Olivas on behalf of Donna Bostwick

Standards (CAS) – Julian Olivas on behalf of Matt Weismantel

2011 Conference – Betty Spengler

CIVSA Headquarters Report

Julian Olivas on behalf of Ryan Leigh Runyon

Unfinished Business and General Orders

Membership Drive Update

2010 Conference wrap-up

2011 Conference planning

Tax exempt status

Budget update

CAS allotment

Site selection process

Selection process for future conference planning chair

New Business

Nominations

Site selection for the 2012 annual conference

Association management process (needs, financial & discussion)

Future of CD's

Constitution/By-laws & Articles of Incorporation Discussion

Board Manual Development Committee

Regional director elections

CIVSA Student Ambassador Institute

Adjournment