

The Welcomer

Collegiate Information and Visitor Services Association

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Photos by
Ryan Leigh Runyon



*Leslie Baumert (left) passes the
gavel to Barb Dallinger at the
annual conference in Lincoln.*

It's a New CiVSA Year

Barb Dallinger of Illinois State University takes office this week as president of **CiVSA**, succeeding **Leslie Baumert** of the University of Oklahoma. At the Annual Membership Meeting on June 10, 2003, **Marsha Fortney** of the University of Nebraska - Lincoln was elected to the office of treasurer. CiVSA secretary **LeAnn Stroupe** of the University of Missouri - Columbia was voted in as president-elect, which left vacant her position as secretary. (LeAnn's two-year term began August 1, 2002.) **Sherry Case** of Colorado State University has been appointed to complete LeAnn's term as secretary. Two new regional directors were also elected: **Jennifer Schufer** of Cal Poly Pomona in [Region 1](#) and **Alma Barnett-Cleveland** of the University of Toledo in [Region 3](#).

University of Nebraska-Lincoln Hosts CiVSA's Tenth Annual Conference

Marsha Fortney, Annette Wetzel and their colleagues at UNL rolled out the scarlet carpet for our national conference in June, welcoming CiVSA members from 18 states and Canada to their campus. [Photos](#) begin on page 9.



CiVSA

*News and Information from the
Collegiate Information and
Visitor Services Association*

Rutgers' Campus Information Services Tackles CAS Self-Assessment

Janet Stubbs, Administrative Assistant,
and Sara Maleski, Assistant Director, Off-Campus Housing and Visitor Relations

In 2000, after ten years of operations and a continuously-expanding mandate in its scope of operations, [Rutgers University's Campus Information Services](#) (CIS) began to focus on assessment of its operations and services as part of its strategic planning process.

During the last two years, these efforts have included two student colleague assessments of their perceptions of how we fulfill our beliefs and mission; an organizational inventory, which focused on office culture, employee selection and orientation, and staff communication and care; and a telephone-based quality service assessment of our inquirers on how well CIS is addressing our core service values: friendly, personal, credible, accessible, and efficient.

When the [Council for the Advancement of Standards in Higher Education's \(CAS\) Standards and Guidelines Self-Assessment Guide for CIVS \(Campus Information and Visitor Services\)](#) was released in the fall of 2001, completing this self-assessment process naturally coincided with—and was an extension of—our other efforts in this area, and we began a year-long project to complete this assessment.



CIS began by naming a subcommittee charged with identifying documentation to support each of the Assessment Criteria. As the two persons appointed to the subcommittee, we began tackling this huge task with no guidelines to follow as to how to start. It soon became apparent that we had to break down our documentation into categories for easier identification and cross-referencing. We chose 13 categories (such as planning, training, public relations, etc.) for codifying the materials and began the long process of matching criteria and documentation.

It was important to get the cooperation of all department staff for this part of the project, as it was necessary to have them contribute the documentation for each of their areas of responsibility. Fortunately, with the strong commitment to, and understanding of, our assessment efforts, this was not a problem, and we had full cooperation.

A number of community members with a stake in and knowledge of our programs and services (Undergraduate Admissions, Alumni Relations, Computing Services, Student Affairs and University Relations), along with a member of the student population, were identified and invited to comprise the committee that would actually do the assessing, based on the information and documentation we had collected and codified.

Jan and Sara discussed the completed assessment in their national conference presentation, "Top Ten Things to Know to Complete a CAS Self-Assessment" in June, helping attendees to begin planning self-assessments on their own campuses. We hope to include notes from that discussion in an upcoming issue of The Welcomer.

For more information
about CAS,
visit their website at
<http://www.cas.edu/>.

The [University of South Carolina Visitor Center](#) has also completed their first CAS Assessment this summer and welcomes questions from the membership. They will report in the next *Welcomer*.

From the Editor

Denise Mercier, Florida State University

If your campus is anything like Florida State, each year brings you more summer visitors, as more and more families combine college visits with summer vacations. Our summer visitor traffic has more than doubled in the seven years since I joined CiVSA.

When Fall arrives and the demand for our campus tours slows down, I'm always eager to review how well we served that huge July audience, and to look for new training ideas to help keep us improving. This year, I'm going to start by adding **Nick Kovalakides'** "18 Commandments of Customer Service," shown in the box below, to our trainee notebooks.

I'm fond of lists - they're inviting for trainees to read and good for quick reference later - but if you'd like a more in-depth version of Nick's "18 Commandments," check out his Spring 2001 *Welcomer* article, "Customer Service - An Open Letter to Front-Liners." Don't have that old issue on hand? No problem. Thanks to our wonderful CiVSA Headquarters staff, you can browse through old *Welcomers* on-line from our [Members Only](#) page. It's worth a look - you'll find lots of still-useful CiVSA wisdom in those old issues.

18 Commandments of Customer Service

*Nick Kovalakides, Retired Campus Visitor Advocate
University of Maryland, College Park*

1. Smile first. Speak first. (On the phone, speak slowly.)
2. Make and maintain eye contact with your visitor.
3. Recognize the people waiting in line within 15 seconds.
4. Hand items to your visitors from your hand to their hand.
5. Follow "I don't know" with "but I'll find out for you."
6. Don't use gray terms, e.g I think, probably, likely, about.
7. Each visitor is a new experience and unrelated to the others.
8. Pay attention to your visitors until they leave your area.
9. Not "Can I help you?" Say, "HOW may I help you?"
10. Treat each visitor with enthusiasm and caring.
11. Not "Who's calling?" Say, "May I tell him/her who's calling?"
12. Don't blame another department. Apologize for all of us.
13. Don't indicate what you can't do; offer what you can do.
14. Tell your caller what you are going to do with his/her call.
15. Be unique and don't comment on a person's unique name.
16. While on the phone, recognize (gesture to) your next visitor.
17. When greeting a caller or visitor, cut to the chase.
18. If someone buys your product, above all else, say, "Thank You!"

As for future issues of *The Welcomer*, I'm happy to announce that **Jennifer McGowan** of the University of Michigan has agreed to serve as Assistant Director of Communications. She'll be editing some upcoming issues and contributing to others.

So let us hear from you. How do you like the online *Welcomer*? What features do you want to see more of? How can this newsletter make your job easier? That is, after all, what we want it to do.

www.civsa.org

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... and the 2003 Nick Kovalakides
 Outstanding Member Award goes to
Kate Steinbach

University of Wisconsin - Milwaukee

If you've spent any time talking with Kate Steinbach about CiVSA, you know that her enthusiasm for the organization is infectious and her dedication to it is exemplary, making her exactly the kind of member for whom the Nick Award is intended. As [Region 3](#) Director, Kate kept members in her region energized and in the CiVSA loop with frequent e-mails. Her contributions to *The Welcomer* include content ideas, writing, proofreading and more. As a regular conference presenter and program committee member, she has provided program content leadership for several years. Membership Committee members are grateful for her leadership in writing the comprehensive Recruitment Plan they formulated last year, though Kate insists, "It was a team effort." This year, she has agreed to chair the committee.



President Leslie Baumert presented the Nick Award to Kate during the closing banquet of CiVSA's 2003 Annual Conference in June.

Named in honor of the dedication and service of the first national director of CiVSA's predecessor group, the National Collegiate Visitor Service Association, the Nick Kovalakides Outstanding Member Award is presented annually to honor one member for outstanding service, devotion and support of CiVSA.

Presenting the award on June 10, CiVSA president **Leslie Baumert** read this nomination excerpt: "Simply put, when Kate accepts the responsibility to do a task, I can count on it getting done. I never need to double-check, ask again, or beg for results. On a more personal level, the annual CiVSA conference is a better experience for me simply because she is a part of it. She not only helps me do a better job; she helps me to enjoy the journey." Well said. Congratulations, Kate!

New Members		
Jane Alexander George Washington University		Quinnetta Norman American University
Veronica Arellano Rice University	Debra Duke University of Texas - Arlington	Stephen Quintero Cal Poly Pomona
Joe Bohl University of Wisconsin at Eau Claire	Michelle Flood Ave Maria University	Troy Selk Brigham Young University
Kimberly Bonner University of Michigan	Manuel Garcia University of Illinois	Louise Simpson University of Cambridge
Erin Brudvik University of Minnesota - Twin Cities	Michelle Kreeger American University	Sara Stearns University of Minnesota - Twin Cities
Megan Carroll American University	Megan McCarthy University of Maryland	Timothy Townley George Washington University
Carl Catt Park Univesity	Kimberly McNair Howard Community College	Shelby Verboven York University
Michael Demetor Kutztown University	Heidi Meyer University of Minnesota - Twin Cities	Annette Wetzel University of Nebraska - Lincoln

Member Profile: Shelby Verboven

*LeAnn Stroupe, University of Missouri - Columbia
President-Elect*

Q: What do Lincoln, Nebraska and CiVSA's 2003 conference attendees have in common?

A: Both were recently introduced to **Shelby Verboven**

For the second time in two years, someone from Toronto, Canada was able to attend CiVSA's annual conference. This year's international attendee and Region V's newest member, Shelby Verboven, was quick to make a name for herself - actually, several names, including "Texas," as she was fondly addressed after she got tired of being introduced as "Shelby from Canada."

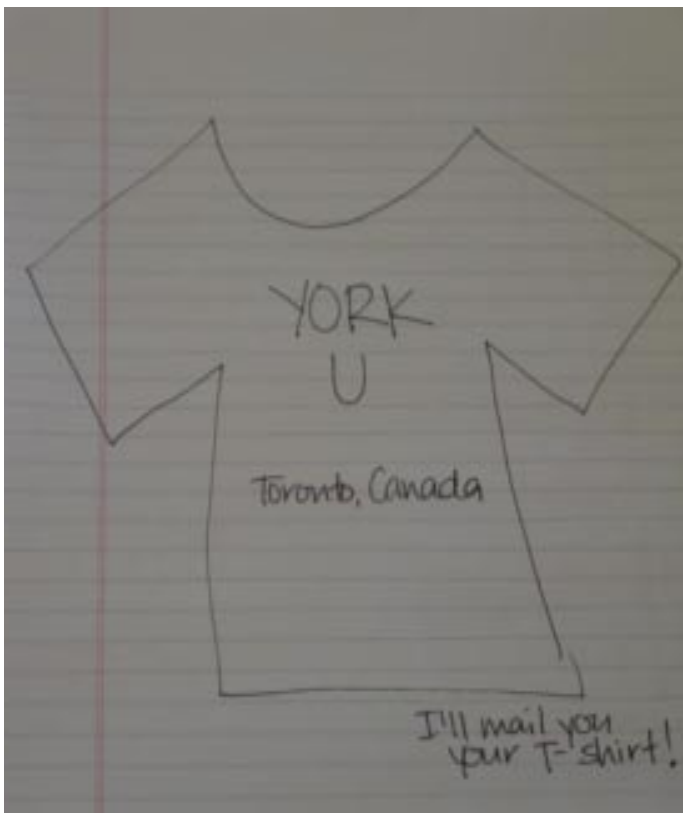


She is a Recruitment Officer for Canada's third largest university. York University is a comprehensive private institution of approximately 42,000 students on two Toronto campuses. Shelby came to Lincoln primarily to gain some insight into how American universities recruit prospective students and run their visitor and information centers.

But Shelby is not selfish, so she also left some things behind: a bit of her Canadian charm ("eh?"), a better appreciation of Fat Tire beer, and a slew of new friends. Throughout the conference Shelby spent time with a lot of different people, never meeting a stranger.

So, although a newcomer, she worked the room like a seasoned professional, making herself an instant member of the group. In the time I spent with her I determined that she is a hard worker with a lot of great ideas and personality to boot. One of her CiVSA goals is to alert more Canadian schools and colleges about our GREAT organization and recruit more of them to become members (a pretty good goal for all of us!). After being empowered with tons of new CiVSA knowledge, power and know-how, I am convinced that she is only beginning her CiVSA career.

Watch out, Canada!



Shelby didn't need an actual shirt to participate in the annual t-shirt exchange in Nebraska. Exhibiting the resourcefulness characteristic of CiVSA members, she found a way to join in.

YALE/UCONN . . . JUNE 2004 . . . BE THERE

If you missed CiVSA's 10th Annual Conference in June, or if you just weren't able to attend every session of interest to you, fear not. **Kate Steinbach** of the University of Wisconsin - Milwaukee had the foresight to enlist a team of other conference attendees to send her their session notes, which she is compiling to share with you in this and upcoming issues of *The Welcomer*. (CiVSA members are nothing if not generous!)

We'll kick off this series with summaries of two terrific sessions: Juli Burney's keynote presentation, "How to Maintain a Sense of Humor in Uncertain Times," and Kate's own session, "Presentations 101." Thanks to all of the presenters, to Kate for pulling this together, and to all of you who have been sending her your notes.

Opening Session: **How to Maintain a Sense of Humor in Uncertain Times**

Keynote Speaker: Juli Burney
Assistant Professor, Doane College

Professor, business consultant, workshop facilitator, radio and television personality, positive thinker and comedienne are all ways to describe Juli Burney, the kickoff speaker for this year's conference.

Through a great sense of humor, Juli made us all laugh while distilling some (what seem like common sense) "gems" for us to take back to our offices, info centers, campus committees . . .



Burney got us all laughing with a good dose of common sense.



Good Humor is not just about "ha-ha". It's about smiling, seeing joy in life, seeing the positive.

The only thing you can take with you each day is yourself. Let little things go. Don't take it personally.

We are so used to "crabby," we take it on. We choose to be crabby. Happiness and humor needs to come from ourselves.

It doesn't matter what your position or title is; everyone's job is important.

Use your time to create memories.

It's about developing people.

If you choose the right attitude and you are determined, you can accomplish anything.

Presentations 101

Presenter: Kate Steinbach, University of Wisconsin-Milwaukee

This interactive presentation was designed to help participants overcome their fear of making presentations and to encourage program suggestions for future CiVSA conferences. Kate covered idea generation, putting together the outline, adding some fun, and avoiding the pitfalls of public speaking.

A lively discussion was held by participants, who broke into small groups to generate lists of topics they would like to see addressed in future CiVSA conference sessions. Each group was asked to think about topics or general areas of interest without worrying about who the presenter might be. A sample of the topics follows.

Grant Writing...How to locate appropriate grants and put together a solid proposal.

Managing Employees...Hiring, Training, Promoting, Retaining, Disciplinary Procedures, Firing

So You Are a New Manager...Legal Rights and Responsibilities, Liability Issues

Dealing with Budget Cuts

Getting the Most Bang for Your Buck

Bankrolling Your Center

How to Manage Volunteers

Effectively Using Alumni

How to Stay Positive

Visitor/Information Services 101 . . . one or more nuts and bolts sessions, especially for first-time attendees and those taking on new areas of responsibility

Making Other Departments Your Advocates

Creating a Student Training Manual

Mining for Gold on Your Tour

Fitting What You Do Within the Mission of Your Institution

Assessment

Marketing

Each group was then asked to take one topic to develop a presentation plan...draft a basic outline, identify the type of presentation format (panel, debate, discussion, lecture, small group interaction, etc.) and generate ideas as to who might present the topic (a member, outside expert from the host campus, outside expert invited to attend the conference, etc.)

Although most of us are experienced speakers as a natural part of our jobs, we shared basic gesturing do's and don'ts, the importance of good eye contact, and tips for staying relaxed.

Outlining methods were discussed, ranging from key-word notes haphazardly thrown together to an outline with too much detail, and a basic script of what an experienced person was to say as part of a presentation. Key: Each person needs to develop the method that works best for them in a presentation situation.

The groups developed some great ideas and plans! Watch for them at future conferences, and feel free to discuss your own session topic ideas with other CiVSA members.

Consider presenting your own program at CiVSA's 2004 Annual Conference at Yale/UConn. Look for more details and the 2004 Call for Programs in upcoming issues of *The Welcomer*.

From the President

Barb Dallinger, Illinois State University

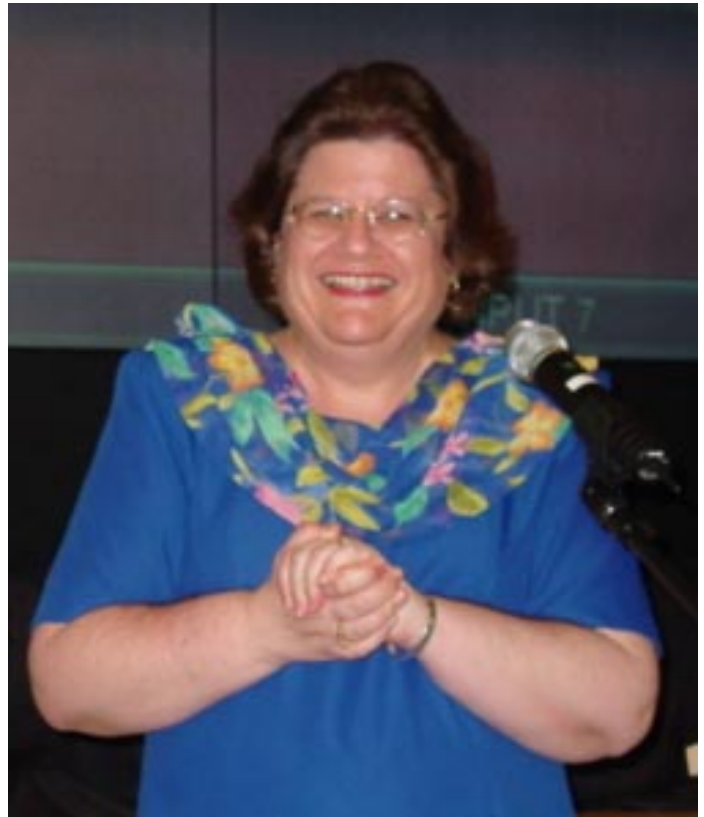
So you say you've always wondered what goes on behind the closed doors of those long [exec board](#) sessions? Well, here's your big chance to find out!

While conference attendees were networking in small groups and out acquainting themselves with all that is wonderful in Lincoln, Nebraska, your ever-diligent executive board was working hard to plan for CiVSA's future. Some of the highlights included:

- Discussing an update on the costs involved with the national conference
- Evaluating revisions to our [constitution](#) and [by-laws](#)
- Discussing the new membership and recruitment plan brought forth by that committee
- Evaluating bids received for the 2005 national conference
- Reviewing the status of the budget for the current year and considering changes for future budgets
- Reviewing a draft of the new CiVSA brochure brought forth by the communications director
- Reviewing the current practices and responsibilities of national headquarters including the space required to house our archives

Of course, you have to read between the lines to see the networking, teambuilding, and support system that come from being a member of the [CiVSA](#) executive board.

While being a member of the executive board naturally brings with it certain responsibilities and commitments, the professional benefits and personal relationships built are priceless!



Barb Dallinger's term as president of CiVSA began August 1.

- Discussing the current communication practices including the *Welcomer* and the listserv
- Discussing the relationship between the [Council for the Advancement of Standards](#) and CiVSA

What will we be doing at the midyear meeting at Illinois State University?

Current plans include:

- Continuing the discussion about the needs of national headquarters
- Reporting on findings from the [constitution](#) and [by-laws](#) committee
- Voting on possible budget changes for the future
- Voting on the decision for [2005 conference](#)
- Reporting an update on a new committee comprised of [past presidents](#) which will act as a sounding board and advisory group for the current president
- Reporting on the status of the 2004 conference at [Yale/U Conn](#)



Our gracious Nebraska hosts, Marsha Fortney (left) and Annette Wetzel



Mizzou's LeAnn Stroupe (left) with new member Tami Tassler of Florida Gulf Coast University



Oklahoma City University's Janey Wheeler (left) and LeAnn Stroupe of the University of Missouri recognize some famous faces at Memorial Stadium



Headquarters Director and former CiVSA president Matt Weismantel is the only member to have attended all ten national conferences.



**Photos by
Ryan Leigh Runyon**

University of South Carolina



Meg Malmborg of the University of Connecticut models the child-sized shirt she received in the annual t-shirt exchange.



Manny Garcia of the University of Illinois, keeping things festive at the closing banquet.



Babes of CiVSA (Is this available in a calendar?)



**See you next June
at Yale/UConn!**
